DEMS
Developing E-marketing Skills for the Business Market

Understand your Audience

Professor

School

Digital Analytics and Monitoring

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Understand your Audience

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User behavior on a website can be compared to a shopper's behavior in a physical store. Just as a shopper may browse different aisles, pick up and examine products, and make purchases, a website visitor may click on different pages, spend varying amounts of time on the site, and complete certain actions (such as making a purchase or filling out a form). **Google Analytics** allows website owners to track and analyze this "shopper behavior" on their website, giving them insights into how to improve the website and attract more customers. Each page view, click, and conversion is like a word, and by analyzing the patterns and sequences of these "words" website owners can understand the "sentences" and "conversations" that users are having with their website. Just as a linguist can understand the meaning behind a sentence by looking at its structure and context, website owners can use analytics to understand the motivations and needs of their users by analyzing their behavior on the site.

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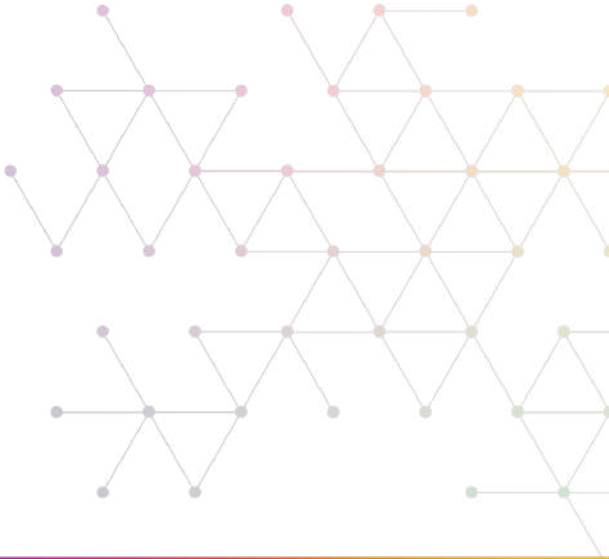
Learning Objectives

- Compare the behaviour types of users
- Assess the behaviour of users



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Topics

- Overview of audience
- Users behaviours
- Evaluate Acquisition
- Understand Behaviour
- Evaluate Conversion
- Evaluate Retention/Loyalty

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“Users will never forget how your product or service made them feel.”

Mario Maruffi

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“Data are just summaries of thousands of stories – tell a few of those stories to help make the data meaningful.”

Chip & Dan Heath

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Overview of audience

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Overview of audience

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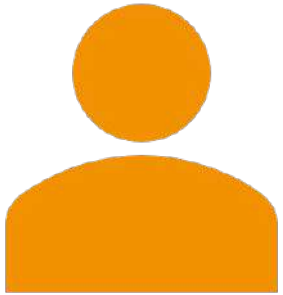
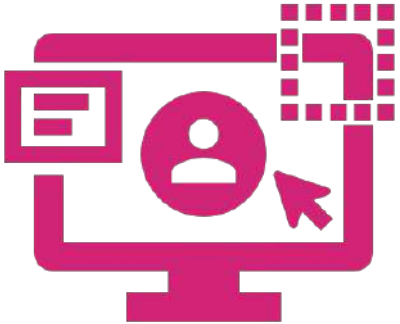
User vs. Sessions



User



User has sessions

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Overview of audience

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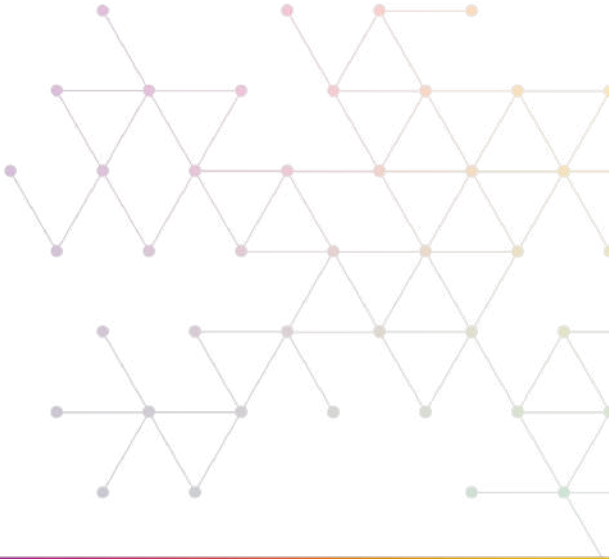
Audience demographics

- Geography and language
- Genre and age
- Interest
- Technology and devices



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Assessment Activity

The groups access the demo google analytics account and choose the Google Analytics 4 property:
Google Merchandise Store

Using the data from the platform, answer the following questions:

a) What is the demographic profile of the audience (e.g., age, gender, income, etc.)?

b) What technology do they use?

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Google
official merchandise store

Login

Sign Up

Help

Google
official merchandise store

New Apparel Lifestyle Stationery Collections Shop by Brand Sale

Take Your Pick

We've got the whole family covered

Shop now

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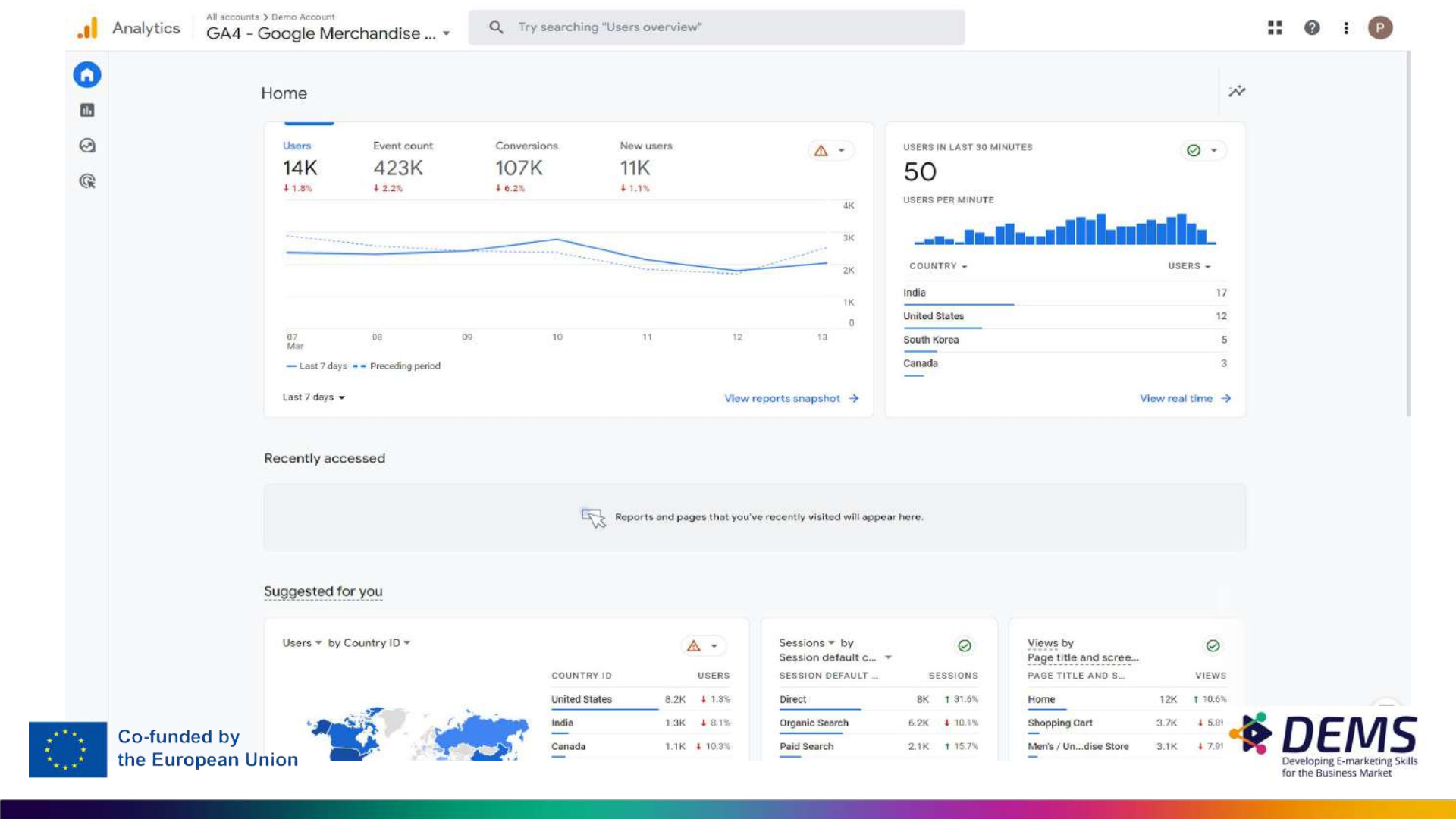

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Define the data analysis period

01/01/2022 – 31/12/2022

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Analytics | All accounts > Demo Account | GA4 - Google Merchandise ... | Try searching "Users overview"

Demographics overview

Last 28 days 14 Feb - 13 Mar 2023

Users by Country

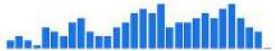
COUNTRY	USERS
United States	32K
Canada	6.5K
India	5.6K
China	2.1K
Japan	1.1K
South Korea	800
Taiwan	664

View countries →

USERS IN LAST 30 MINUTES

51

USERS PER MINUTE



TOP COUNTRIES	USERS
India	17
United States	12
South Korea	5
Canada	4
China	3

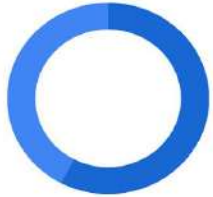
View real time →

Users by Town/City

TOWN/CITY	USERS
New York	2K
Toronto	1.2K
Mountain View	1K
Los Angeles	984
San Jose	929
Chicago	899
Montreal	851

View cities →

Users by Gender



MALE 57.8%

FEMALE 42.2%

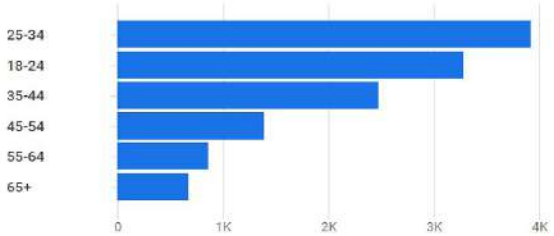
View genders →

Users by Interests

INTERESTS	USERS
Technology/Mobile Enthusiasts	3.3K
Media & Entertai...& Animation Fans	1.9K
Shoppers/Value Shoppers	1.7K
Technology/Technophiles	1.6K
Media & Entertainment/Movie Lovers	1.4K
Banking & Finance/Avid Investors	1.2K
Travel/Business Travelers	1.2K

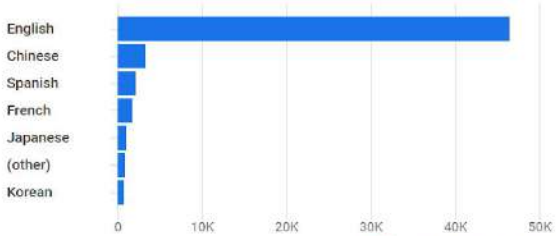
View interests →

Users by Age



View age ranges →

Users by Language



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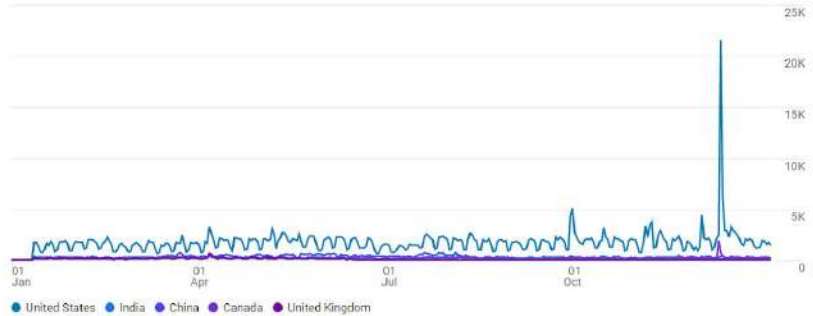
Analytics | All accounts > Demo Account | GA4 - Google Merchandise ... | Try searching "Users overview"

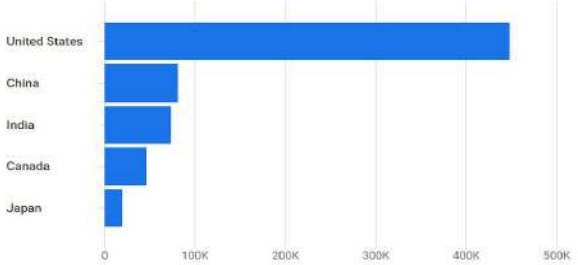
Demographic details: Country

Last calendar year 1 Jan - 31 Dec 2022

Users by Country over time



Users by Country



Search... | Rows per page: 10 | Go to: 1 | 1-10 of 138

	Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		913,172 100% of total	859,353 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,607,504 100% of total	1,552,881.00 100% of total	$2,626,443.79 100% of total
1	United States	448,356	429,502	498,741	64.16%	1.11	3m 05s	21,809,932	863,346.00	$2,487,801.41
2	China	81,562	78,741	46,025	53.65%	0.56	0m 10s	571,742	86,008.00	$446.00
3	India	74,434	69,813	65,152	63.7%	0.88	1m 13s	1,872,741	101,719.00	$3,830.15
4	Canada	46,726	44,519	43,091	60.1%	0.92	1m 56s	1,708,463	72,987.00	$53,754.72
5	Japan	20,100	17,520	16,754	58.6%	0.83	1m 26s	635,971	25,922.00	$3,432.00
6	United Kingdom	18,781	16,459	18,597	64.96%	0.99	1m 44s	671,607	17,790.00	$21,936.56
7	Germany	15,859	8,362	6,521	35.16%	0.41	0m 33s	248,192	8,651.00	$120.80
8	Taiwan	14,445	12,624	14,696	60.34%	1.02	2m 03s	569,358	21,002.00	$5,754.60

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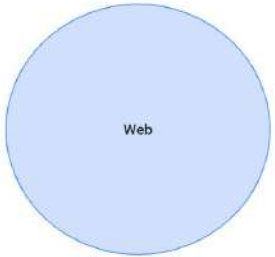
Analytics | All accounts > Demo Account | GA4 - Google Merchandise ... | Try searching "Users overview"

Tech overview

Last calendar year 1 Jan - 31 Dec 2022

Users by Platform



WEB
100.0%

View platforms →

USERS IN LAST 30 MINUTES

85

USERS PER MINUTE

TOP PLATFORMS	USERS
web	85

View real time →

Users by Operating system

OPERATING SYSTE...	USERS
Android	254K
Windows	240K
Macintosh	209K
iOS	148K
Chrome OS	53K
Linux	16K
Tizen	77

View operating systems →

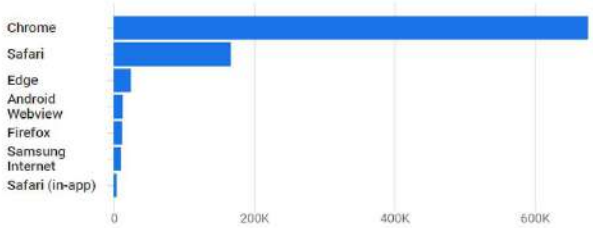
Users by Platform/Device cat...

PLATFORM/DEVIC...	USERS
web / desktop	513K
web / mobile	368K
web / tablet	32K
web / smart tv	140

View platform devices →

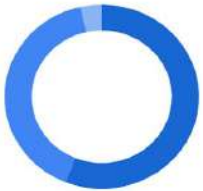
Users by Browser

Include Platform = Web



View browsers →

Users by Device category

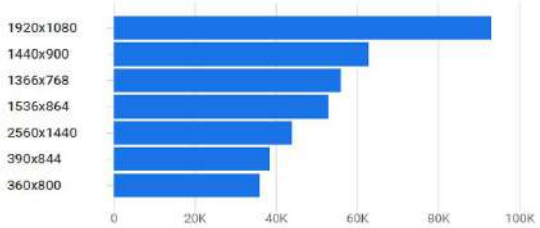


DESKTOP	MOBILE	TABLET
56.1%	40.3%	3.5%

View device categories →

Users by Screen resolution

Include Platform = Web



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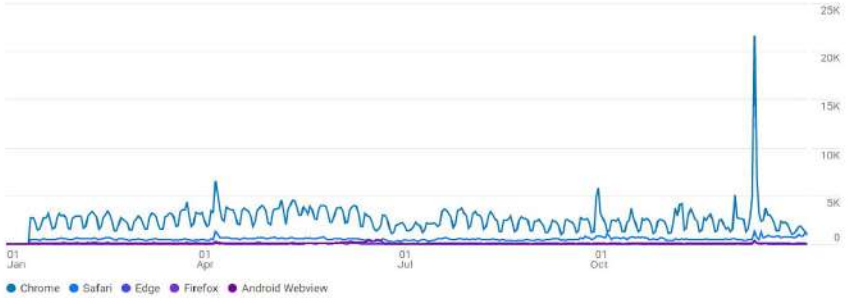
Analytics | GA4 - Google Merchandise ... | Try searching "Users overview"

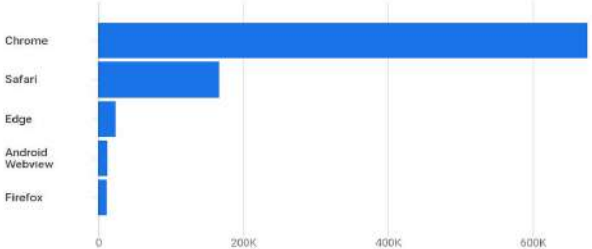
Tech details: Browser

Last calendar year 1 Jan - 31 Dec 2022

Users by Browser over time



Users by Browser



Search...

Rows per page: 10 Go to: 1 1-10 of 16

	Browser	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		913,917 100% of total	860,159 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,630,802 100% of total	1,554,008.00 100% of total	$2,626,635.24 100% of total
1	Chrome	675,776	632,279	724,370	64.58%	1.07	2m 30s	29,045,857	1,135,642.00	$2,516,796.79
2	Safari	166,724	159,584	118,466	53.9%	0.71	1m 07s	3,412,692	220,235.00	$82,393.80
3	Edge	24,162	21,674	23,110	60.96%	0.96	1m 39s	912,771	32,635.00	$15,010.78
4	Android Webview	12,937	12,079	8,545	56.48%	0.66	0m 58s	228,599	14,155.00	$1,568.28
5	Firefox	12,463	11,194	11,120	62.83%	0.89	1m 38s	454,365	15,742.00	$9,423.39
6	Samsung Internet	10,326	9,899	6,522	49.65%	0.63	0m 51s	157,939	11,983.00	$551.20
7	Safari (in-app)	4,531	4,412	2,686	51.62%	0.59	0m 36s	75,834	5,755.00	$8.00
8	Opera	3,038	2,836	2,659	58.07%	0.88	1m 17s	82,685	4,188.00	$853.00
9	UC Browser	2,715	2,689	1,433	50.3%	0.53	0m 13s	20,768	2,886.00	$0.00
10	Amazon Silk	1,705	1,691	798	35.7%	0.47	0m 26s	20,144	1,741.00	$0.00

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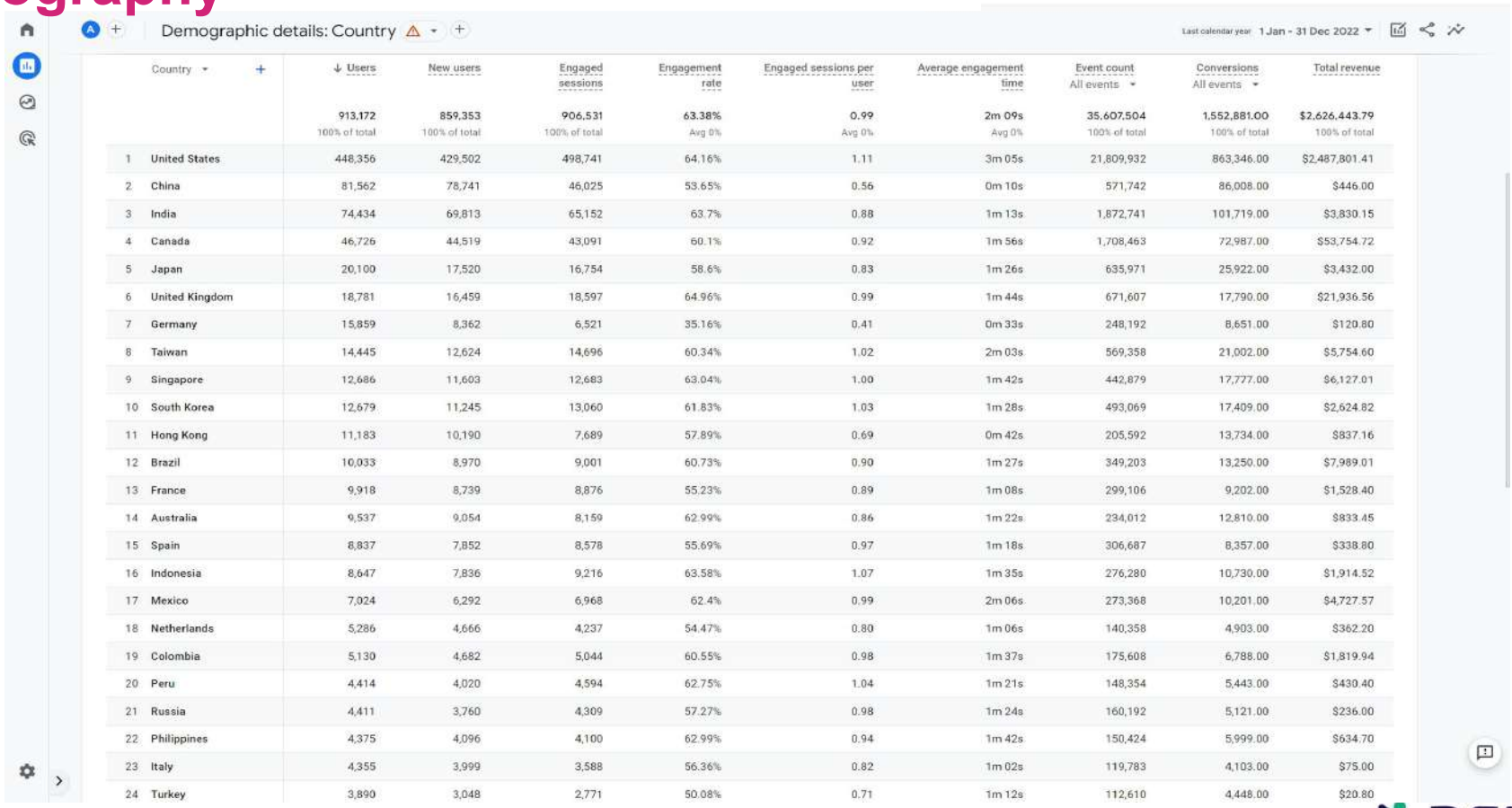
Geography



Demographic details: Country

Last calendar year 1 Jan - 31 Dec 2022

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3	India	74,434	69,813	65,152	63.7%	0.88	1m 13s	1,872,741	101,719.00	$3,830.15
4	Canada	46,726	44,519	43,091	60.1%	0.92	1m 56s	1,708,463	72,987.00	$53,754.72
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6	United Kingdom	18,781	16,459	18,597	64.96%	0.99	1m 44s	671,607	17,790.00	$21,936.56
7	Germany	15,859	8,362	6,521	35.16%	0.41	0m 33s	248,192	8,651.00	$120.80
8	Taiwan	14,445	12,624	14,696	60.34%	1.02	2m 03s	569,358	21,002.00	$5,754.60
9	Singapore	12,686	11,603	12,683	63.04%	1.00	1m 42s	442,879	17,777.00	$6,127.01
10	South Korea	12,679	11,245	13,060	61.83%	1.03	1m 28s	493,069	17,409.00	$2,624.82
11	Hong Kong	11,183	10,190	7,689	57.89%	0.69	0m 42s	205,592	13,734.00	$837.16
12	Brazil	10,033	8,970	9,001	60.73%	0.90	1m 27s	349,203	13,250.00	$7,989.01
13	France	9,918	8,739	8,876	55.23%	0.89	1m 08s	299,106	9,202.00	$1,528.40
14	Australia	9,537	9,054	8,159	62.99%	0.86	1m 22s	234,012	12,810.00	$833.45
15	Spain	8,837	7,852	8,578	55.69%	0.97	1m 18s	306,687	8,357.00	$338.80
16	Indonesia	8,647	7,836	9,216	63.58%	1.07	1m 35s	276,280	10,730.00	$1,914.52
17	Mexico	7,024	6,292	6,968	62.4%	0.99	2m 06s	273,368	10,201.00	$4,727.57
18	Netherlands	5,286	4,666	4,237	54.47%	0.80	1m 06s	140,358	4,903.00	$362.20
19	Colombia	5,130	4,682	5,044	60.55%	0.98	1m 37s	175,608	6,788.00	$1,819.94
20	Peru	4,414	4,020	4,594	62.75%	1.04	1m 21s	148,354	5,443.00	$430.40
21	Russia	4,411	3,760	4,309	57.27%	0.98	1m 24s	160,192	5,121.00	$236.00
22	Philippines	4,375	4,096	4,100	62.99%	0.94	1m 42s	150,424	5,999.00	$634.70
23	Italy	4,355	3,999	3,588	56.36%	0.82	1m 02s	119,783	4,103.00	$75.00
24	Turkey	3,890	3,048	2,771	50.08%	0.71	1m 12s	112,610	4,448.00	$20.80

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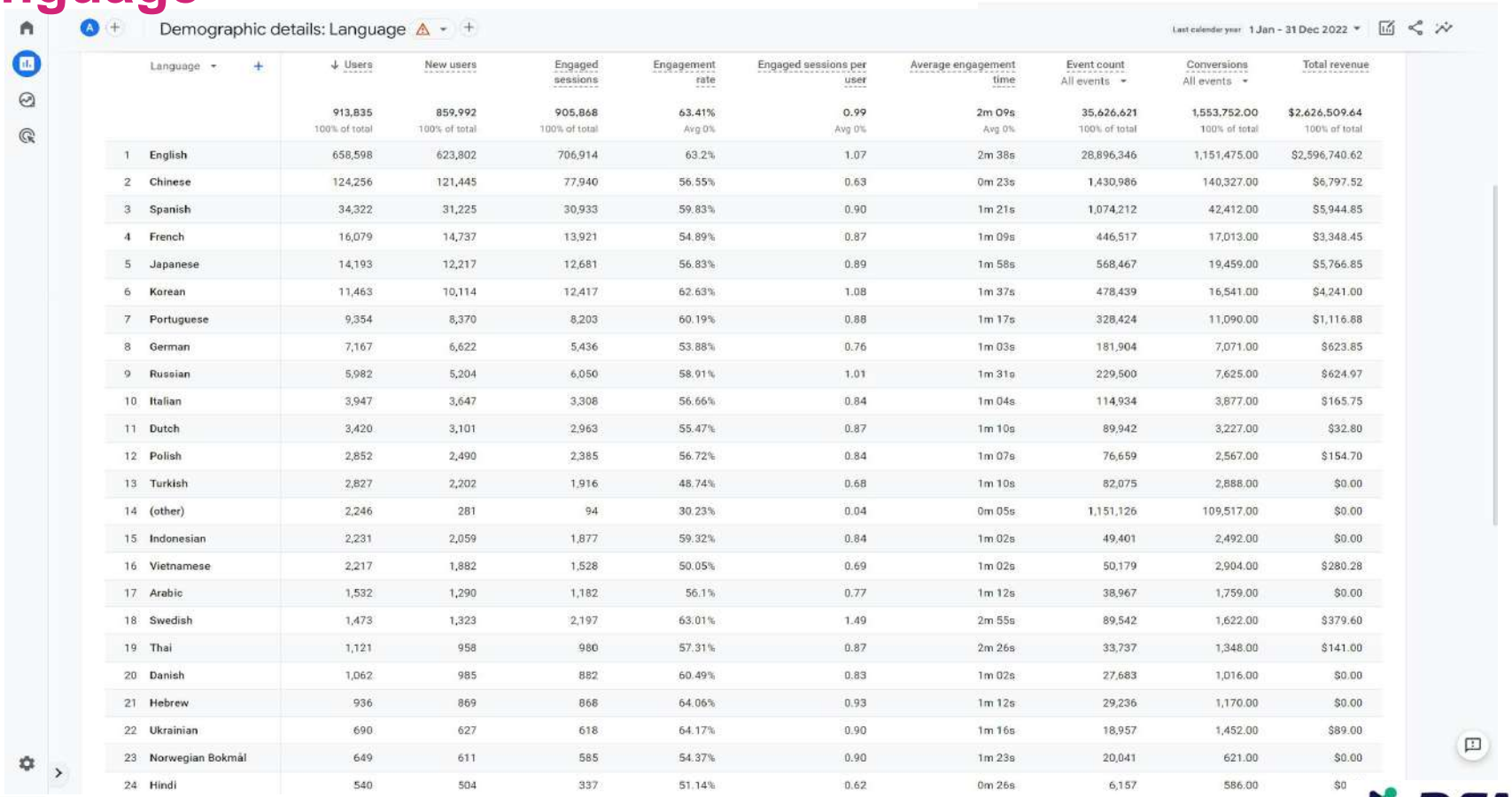
Language



	Language	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		913,835 100% of total	859,992 100% of total	905,868 100% of total	63.41% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,626,621 100% of total	1,553,752.00 100% of total	$2,626,509.64 100% of total
1	English	658,598	623,802	706,914	63.2%	1.07	2m 38s	28,896,346	1,151,475.00	$2,596,740.62
2	Chinese	124,256	121,445	77,940	56.55%	0.63	0m 23s	1,430,986	140,327.00	$6,797.52
3	Spanish	34,322	31,225	30,933	59.83%	0.90	1m 21s	1,074,212	42,412.00	$5,944.85
4	French	16,079	14,737	13,921	54.89%	0.87	1m 09s	446,517	17,013.00	$3,348.45
5	Japanese	14,193	12,217	12,681	56.83%	0.89	1m 58s	568,467	19,459.00	$5,766.85
6	Korean	11,463	10,114	12,417	62.63%	1.08	1m 37s	478,439	16,541.00	$4,241.00
7	Portuguese	9,354	8,370	8,203	60.19%	0.88	1m 17s	328,424	11,090.00	$1,116.88
8	German	7,167	6,622	5,436	53.88%	0.76	1m 03s	181,904	7,071.00	$623.85
9	Russian	5,982	5,204	6,050	58.91%	1.01	1m 31s	229,500	7,625.00	$624.97
10	Italian	3,947	3,647	3,308	56.66%	0.84	1m 04s	114,934	3,877.00	$165.75
11	Dutch	3,420	3,101	2,963	55.47%	0.87	1m 10s	89,942	3,227.00	$32.80
12	Polish	2,852	2,490	2,385	56.72%	0.84	1m 07s	76,659	2,567.00	$154.70
13	Turkish	2,827	2,202	1,916	48.74%	0.68	1m 10s	82,075	2,888.00	$0.00
14	(other)	2,246	281	94	30.23%	0.04	0m 05s	1,151,126	109,517.00	$0.00
15	Indonesian	2,231	2,059	1,877	59.32%	0.84	1m 02s	49,401	2,492.00	$0.00
16	Vietnamese	2,217	1,882	1,528	50.05%	0.69	1m 02s	50,179	2,904.00	$280.28
17	Arabic	1,532	1,290	1,182	56.1%	0.77	1m 12s	38,967	1,759.00	$0.00
18	Swedish	1,473	1,323	2,197	63.01%	1.49	2m 55s	89,542	1,622.00	$379.60
19	Thai	1,121	958	980	57.31%	0.87	2m 26s	33,737	1,348.00	$141.00
20	Danish	1,062	985	882	60.49%	0.83	1m 02s	27,683	1,016.00	$0.00
21	Hebrew	936	869	868	64.06%	0.93	1m 12s	29,236	1,170.00	$0.00
22	Ukrainian	690	627	618	64.17%	0.90	1m 16s	18,957	1,452.00	$89.00
23	Norwegian Bokmål	649	611	585	54.37%	0.90	1m 23s	20,041	621.00	$0.00
24	Hindi	540	504	337	51.14%	0.62	0m 26s	6,157	586.00	$0

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Gender and Age

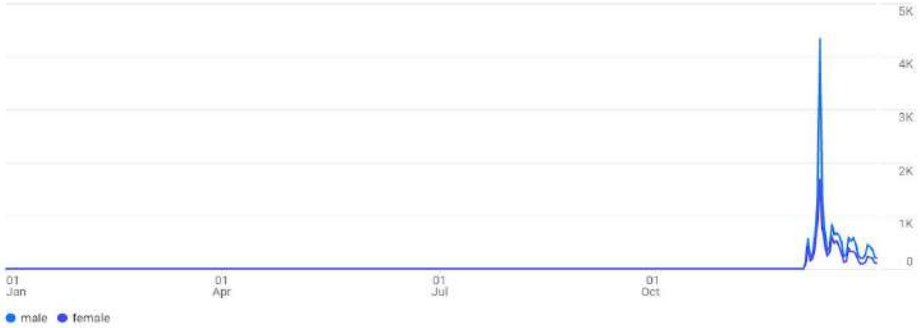
All Users | Add comparison

Last calendar year 1 Jan - 31 Dec 2022

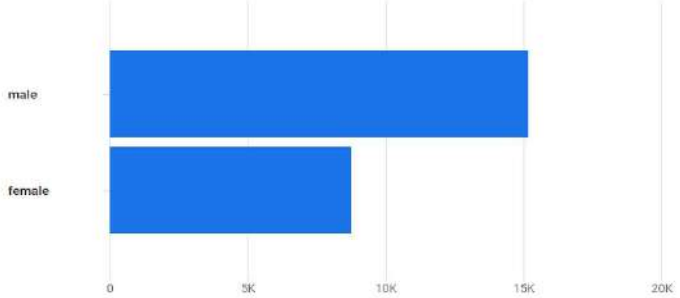
Demographic details: Gender

Add filter

Users by Gender over time



Users by Gender



Search...

Rows per page: 10 | 1-3 of 3

	Gender	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		913,917 100% of total	860,276 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,632,015 100% of total	1,554,132.00 100% of total	$2,626,635.24 100% of total
1	unknown	895,827	843,070	878,382	63.03%	0.98	2m 07s	34,524,258	1,410,708.00	$2,509,447.66
2	male	15,169	11,225	17,185	72.99%	1.13	3m 01s	669,212	91,978.00	$69,689.99
3	female	8,758	5,981	10,148	72.63%	1.16	3m 11s	438,545	51,446.00	$47,497.59

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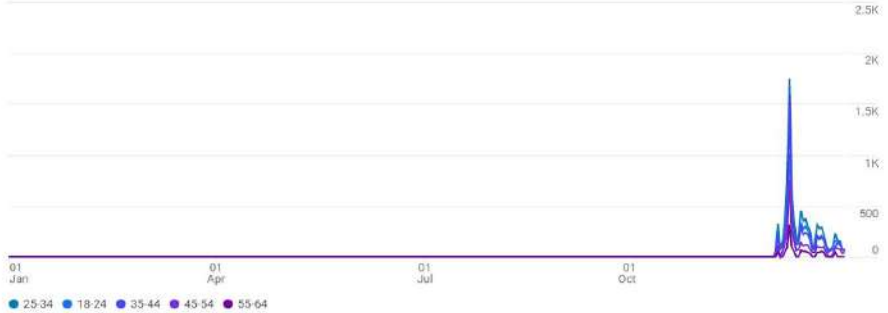
Gender and Age

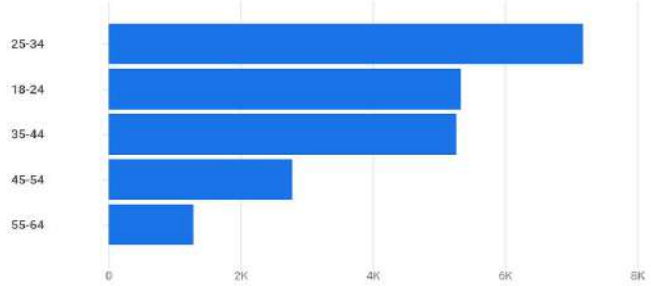
Demographic details: Age

Last calendar year 1 Jan - 31 Dec 2022

Users by Age over time



Users by Age



Search...

Rows per page: 10 1-7 of 7

	Age	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		913,917 100% of total	860,276 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,632,015 100% of total	1,554,132.00 100% of total	$2,626,635.24 100% of total
1	unknown	897,503	844,547	881,241	63.12%	0.98	2m 07s	34,594,131	1,419,781.00	$2,516,318.02
2	25-34	7,176	4,714	8,345	73.76%	1.16	3m 08s	342,826	44,188.00	$41,776.08
3	18-24	5,336	3,583	6,259	73.79%	1.17	3m 13s	270,814	33,018.00	$25,260.44
4	35-44	5,269	3,880	5,526	69.87%	1.05	2m 48s	218,237	30,580.00	$18,520.87
5	45-54	2,778	1,977	3,089	73.32%	1.11	3m 25s	130,186	16,322.00	$17,108.91
6	55-64	1,289	963	1,407	74.68%	1.09	2m 36s	50,591	6,828.00	$2,991.18
7	65+	775	612	842	74.98%	1.09	2m 04s	25,230	3,415.00	$4,659.74

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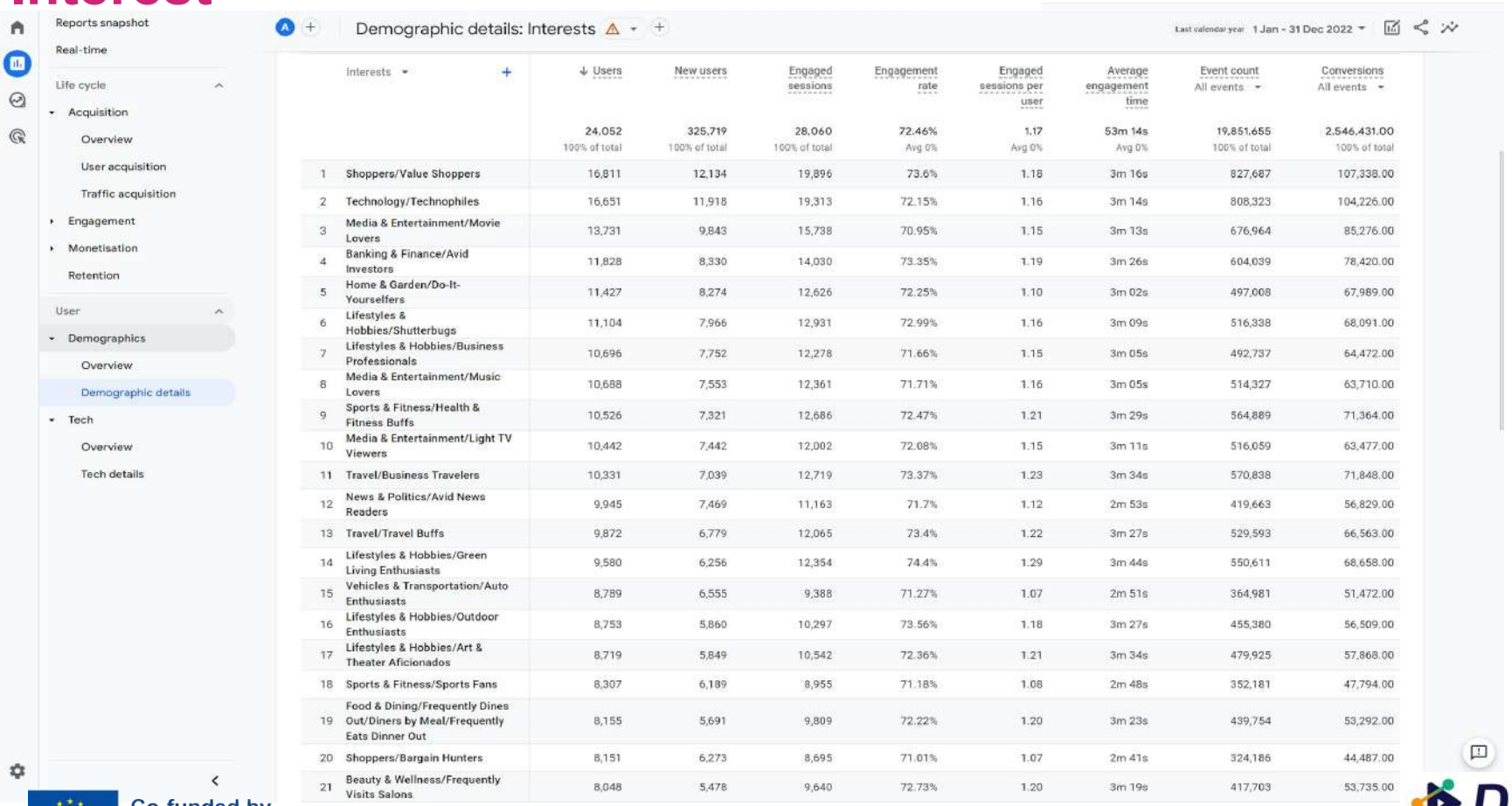
Interest



	Interests	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events
		24,052 100% of total	325,719 100% of total	28,060 100% of total	72.46% Avg 0%	1.17 Avg 0%	53m 14s Avg 0%	19,851,655 100% of total	2,546,431.00 100% of total
1	Shoppers/Value Shoppers	16,811	12,134	19,896	73.6%	1.18	3m 16s	827,687	107,338.00
2	Technology/Technophiles	16,651	11,918	19,313	72.15%	1.16	3m 14s	808,323	104,226.00
3	Media & Entertainment/Movie Lovers	13,731	9,843	15,738	70.95%	1.15	3m 13s	676,964	85,276.00
4	Banking & Finance/Avid Investors	11,828	8,330	14,030	73.35%	1.19	3m 26s	604,039	78,420.00
5	Home & Garden/Do-It-Yourselfers	11,427	8,274	12,626	72.25%	1.10	3m 02s	497,008	67,989.00
6	Lifestyles & Hobbies/Shutterbugs	11,104	7,966	12,931	72.99%	1.16	3m 09s	516,338	68,091.00
7	Lifestyles & Hobbies/Business Professionals	10,696	7,752	12,278	71.66%	1.15	3m 05s	492,737	64,472.00
8	Media & Entertainment/Music Lovers	10,688	7,553	12,361	71.71%	1.16	3m 05s	514,327	63,710.00
9	Sports & Fitness/Health & Fitness Buffs	10,526	7,321	12,686	72.47%	1.21	3m 29s	564,889	71,364.00
10	Media & Entertainment/Light TV Viewers	10,442	7,442	12,002	72.08%	1.15	3m 11s	516,059	63,477.00
11	Travel/Business Travelers	10,331	7,039	12,719	73.37%	1.23	3m 34s	570,838	71,848.00
12	News & Politics/Avid News Readers	9,945	7,469	11,163	71.7%	1.12	2m 53s	419,663	56,829.00
13	Travel/Travel Buffs	9,872	6,779	12,065	73.4%	1.22	3m 27s	529,593	66,563.00
14	Lifestyles & Hobbies/Green Living Enthusiasts	9,580	6,256	12,354	74.4%	1.29	3m 44s	550,611	68,658.00
15	Vehicles & Transportation/Auto Enthusiasts	8,789	6,555	9,388	71.27%	1.07	2m 51s	364,981	51,472.00
16	Lifestyles & Hobbies/Outdoor Enthusiasts	8,753	5,860	10,297	73.56%	1.18	3m 27s	455,380	56,509.00
17	Lifestyles & Hobbies/Art & Theater Aficionados	8,719	5,849	10,542	72.36%	1.21	3m 34s	479,925	57,868.00
18	Sports & Fitness/Sports Fans	8,307	6,189	8,955	71.18%	1.08	2m 48s	352,181	47,794.00
19	Food & Dining/Frequently Dines Out/Diners by Meal/Frequently Eats Dinner Out	8,155	5,691	9,809	72.22%	1.20	3m 23s	439,754	53,292.00
20	Shoppers/Bargain Hunters	8,151	6,273	8,695	71.01%	1.07	2m 41s	324,186	44,487.00
21	Beauty & Wellness/Frequently Visits Salons	8,048	5,478	9,640	72.73%	1.20	3m 19s	417,703	53,735.00

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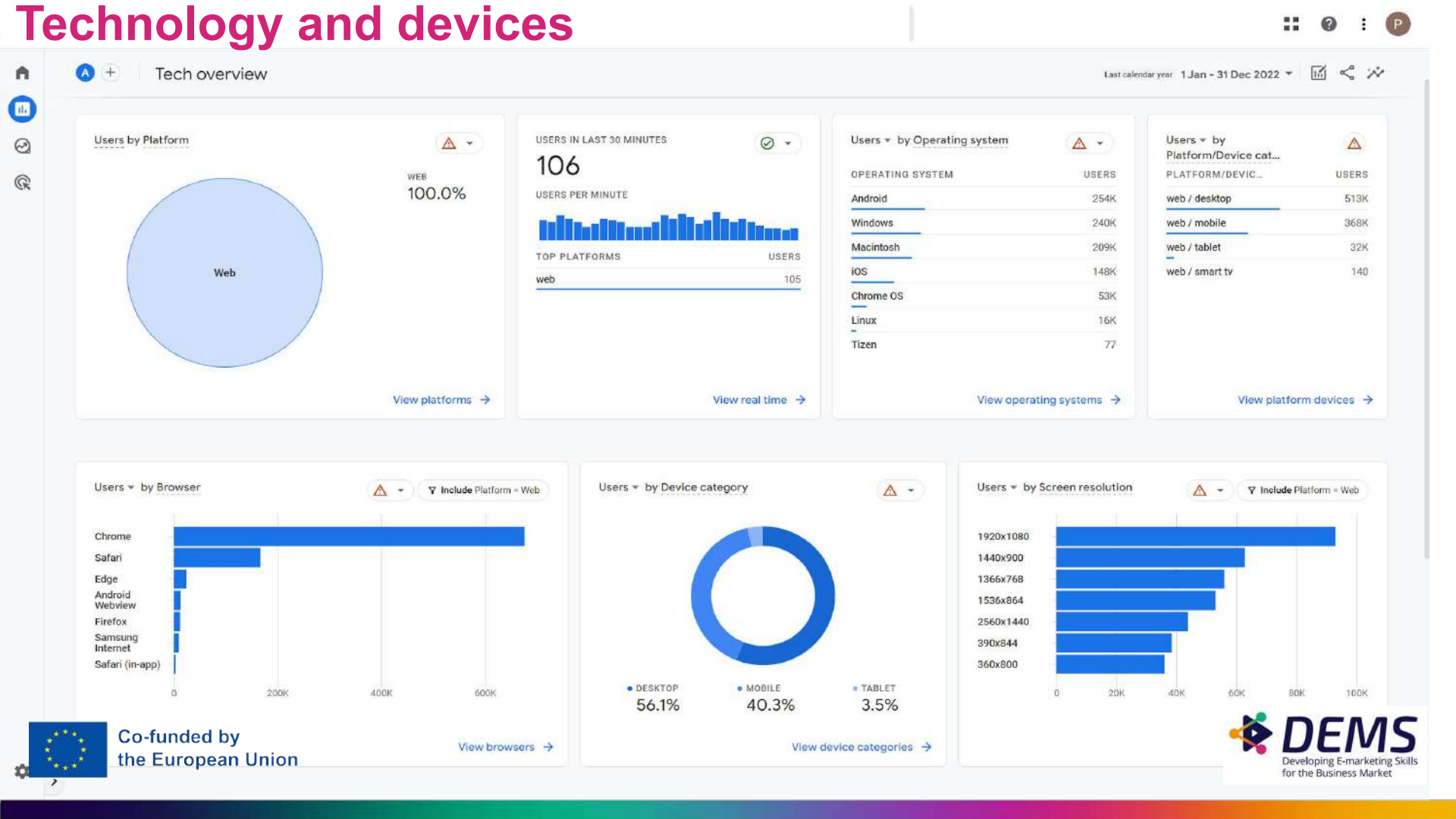
Technology and devices



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Users behaviours

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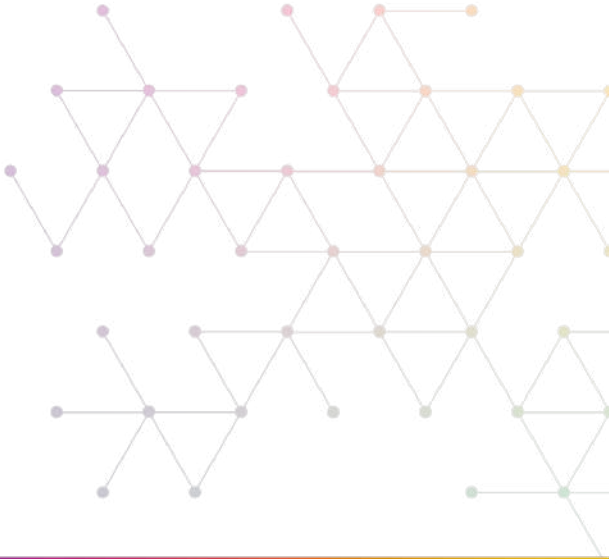
Users behaviours

There are four types of behaviour (remember the funnel)

- Acquisition
- Interaction
- Conversion
- Retention or loyalty



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Evaluate Acquisition

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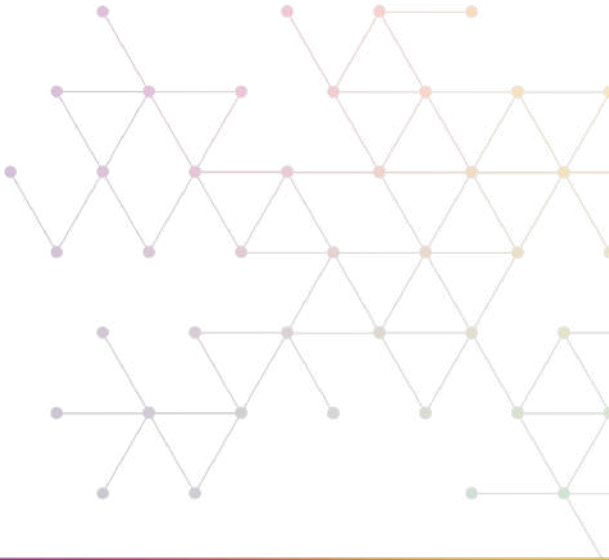
Evaluate Acquisition

- Direct
- Organic Search
- Paid Search
- Display
- Email
- Referral
- Organic Social
- Organic Video



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Evaluate Acquisition

Campaigns with UTM code

- UTM = Urchin tracking module
- UTM parameters
  - Source
  - Medium
  - Content (optional)
  - Campaign
- Ex.:https://dems.pro/?utm_source=DEMS&utm_medium=email&utm_content=newsletter&utm_campaign=PR1-results

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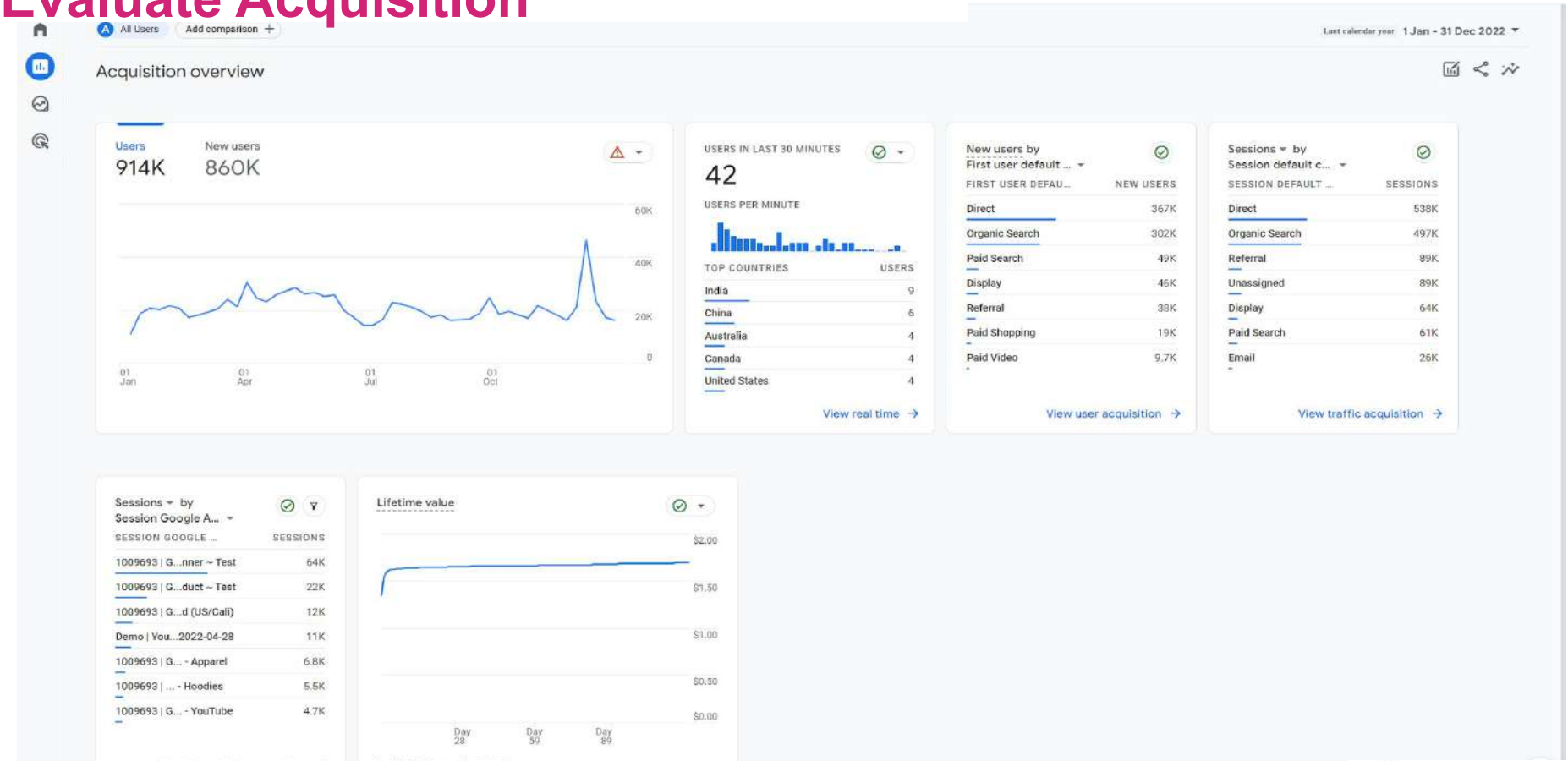
Evaluate Acquisition



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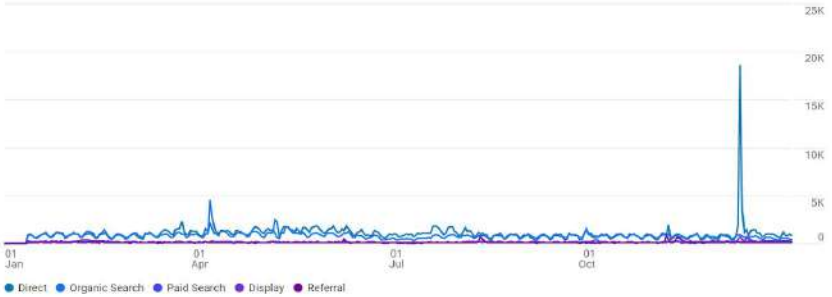
Evaluate Acquisition

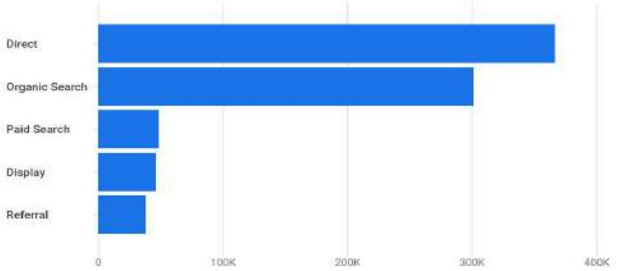
User acquisition: First user default channel group

Last calendar year 1 Jan - 31 Dec 2022

New users by First user default channel group over time



New users by First user default channel group



Search...

Rows per page: 10 Go to: 1 1-10 of 13

	First user defa... channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		860,276 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,632,015 100% of total	1,554,132.00 100% of total	$2,626,635.24 100% of total
1	Direct	366,827	416,618	59.83%	1.01	2m 36s	18,450,804	704,624.00	$1,811,409.12
2	Organic Search	301,729	300,680	65.49%	0.98	2m 00s	10,929,676	471,417.00	$551,007.04
3	Paid Search	49,271	36,189	57.93%	0.73	1m 22s	991,888	71,681.00	$35,133.96
4	Display	46,440	25,585	39.18%	0.55	0m 30s	738,782	50,986.00	$161.00
5	Referral	38,080	44,175	67.36%	1.12	2m 19s	1,845,739	65,188.00	$101,239.10
6	Paid Shopping	19,237	10,429	47.39%	0.54	0m 45s	251,891	25,638.00	$11,554.45
7	Paid Video	9,675	6,831	61.75%	0.70	0m 33s	137,279	9,875.00	$0.00
8	Organic Social	7,908	9,463	69.39%	1.18	3m 02s	396,453	17,127.00	$38,927.46
9	Organic Video	7,625	6,033	64.52%	0.79	1m 06s	174,886	8,615.00	$253.70
10	Email	5,317	9,214	74.22%	1.71	6m 37s	497,729	12,181.00	$73,767.11

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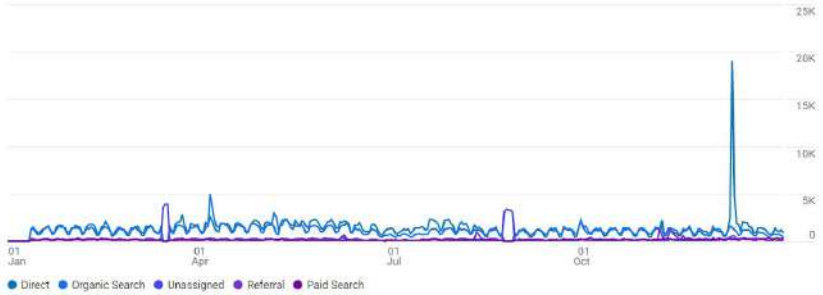
Evaluate Acquisition

All Users | Add comparison | Last calendar year: 1 Jan - 31 Dec 2022

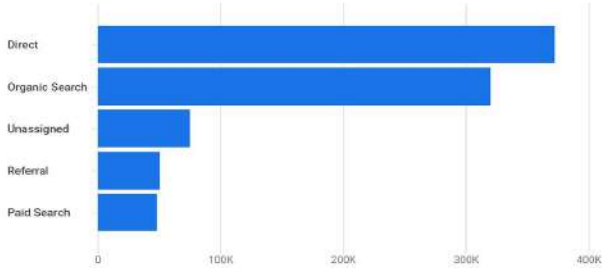
Traffic acquisition: Session default channel group

Add filter

Users by Session default channel group over time



Users by Session default channel group



Search... | Rows per page: 10 | Go to: 1 | 1-10 of 13

	Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events	Tot
		913,917 100% of total	1,430,205 100% of total	906,531 100% of total	1m 22s Avg 0%	0.99 Avg 0%	24.91 Avg 0%	63.38% Avg 0%	35,631,979 100% of total	1,554,132.00 100% of total	$2,62 10
1	Direct	372,655	538,339	348,839	1m 28s	0.94	25.53	64.8%	13,743,790	586,417.00	$1,17
2	Organic Search	320,051	497,162	339,316	1m 23s	1.06	24.17	68.25%	12,016,954	486,001.00	$86
3	Unassigned	75,210	88,545	2,376	1m 14s	0.03	37.06	2.68%	3,281,476	197,125.00	$12
4	Referral	50,764	89,067	62,411	1m 33s	1.23	29.48	70.07%	2,625,703	76,751.00	$18
5	Paid Search	48,814	61,092	36,735	1m 06s	0.75	16.20	60.13%	989,931	69,345.00	$4
6	Display	46,167	64,114	26,119	0m 21s	0.57	10.97	40.74%	703,291	50,287.00	
7	Paid Shopping	19,655	21,811	10,574	0m 40s	0.54	11.51	48.48%	250,944	25,018.00	$1

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Assessment Activity

The groups access the demo google analytics account and choose the Google Analytics 4 property: **Google Merchandise Store**

Using the data from the platform, answer the following questions:

a) Identify the different channels that are driving traffic to your website, such as organic search, direct, referral, social, email, and paid search.

b) Analyse the data to determine which channels are the most effective at acquiring new users.

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Understand Behaviour

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Understand Behaviour

- Metrics definitions in the platform
- Popular and engagement pages
  - Where they arrive; what they visit
  - How much they stay
  - Where they leave
- Events

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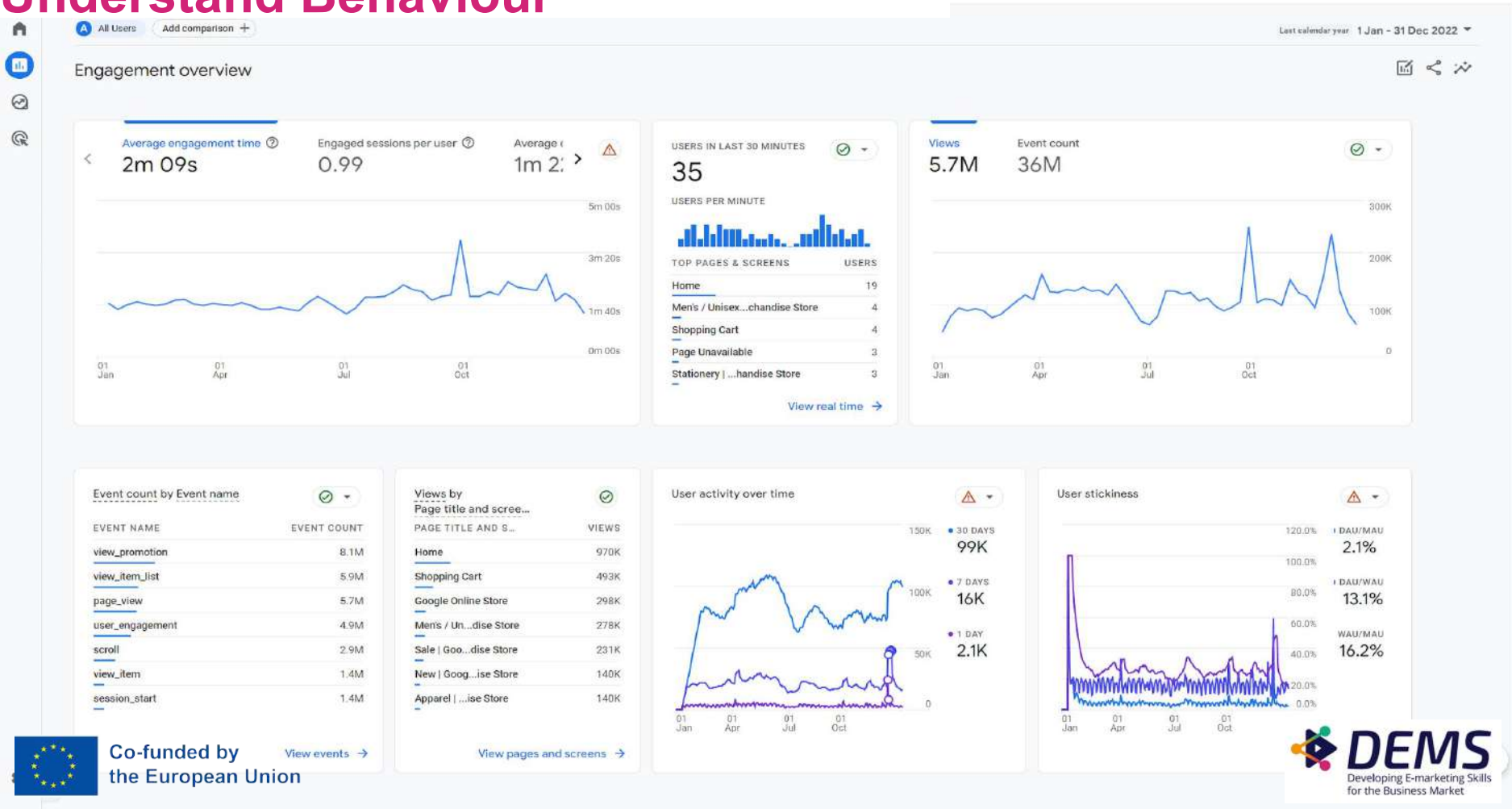
Understand Behaviour



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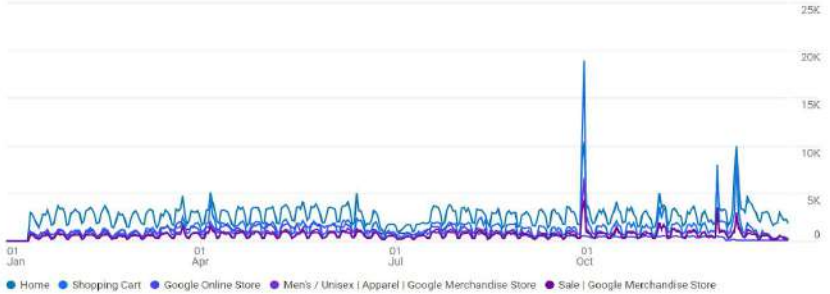
Understand Behaviour

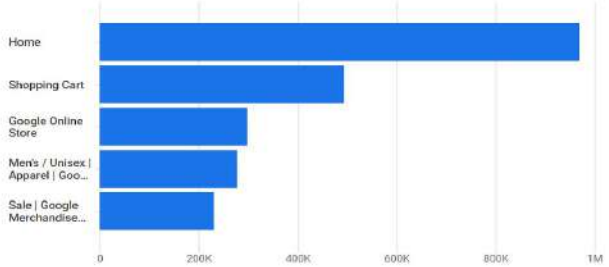
Pages and screens: Page title and screen class

Last calendar year 1 Jan - 31 Dec 2022

Views by Page title and screen class over time



Views by Page title and screen class



Search...

Rows per page: 10 Go to: 1 1-10 of 846

	Page title and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		5,688,816 100% of total	913,854 100% of total	6.23 Avg 0%	2m 08s Avg 0%	35,579,794 100% of total	1,553,239.00 100% of total	$2,626,623.24 100% of total
1	Home	970,316	495,249	1.96	0m 33s	11,658,367	424,453.00	$0.00
2	Shopping Cart	493,183	86,128	5.73	1m 25s	1,767,655	39,823.00	$0.00
3	Google Online Store	297,839	209,744	1.42	0m 07s	1,207,709	207,141.00	$0.00
4	Men's / Unisex | Apparel | Google Merchandise Store	277,983	100,771	2.76	1m 27s	1,680,292	33,095.00	$0.00
5	Sale | Google Merchandise Store	230,560	87,758	2.63	1m 29s	1,584,127	21,066.00	$0.00
6	New | Google Merchandise Store	140,221	65,241	2.15	1m 26s	989,022	12,756.00	$0.00
7	Apparel | Google Merchandise Store	139,773	82,534	1.69	0m 50s	848,802	41,100.00	$0.00
8	Store search results	117,034	49,457	2.37	0m 38s	525,167	10,443.00	$0.00
9	Bags | Lifestyle | Google Merchandise Store	101,298	56,083	1.81	0m 41s	475,774	13,183.00	$0.00
10	(not set)	101,192	631,961	0.16	0m 02s	2,614,684	139,787.00	$0.00

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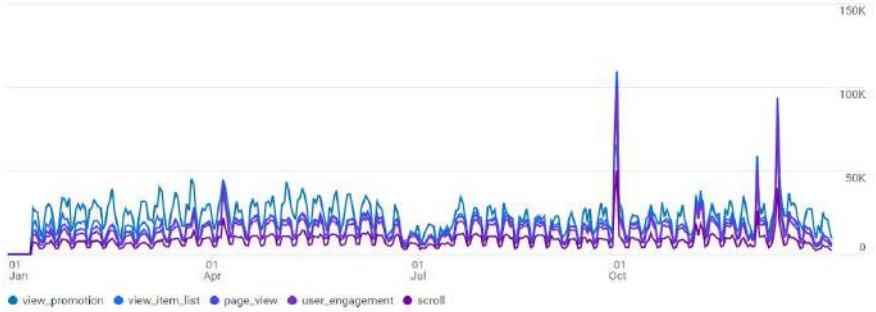
Understand Behaviour

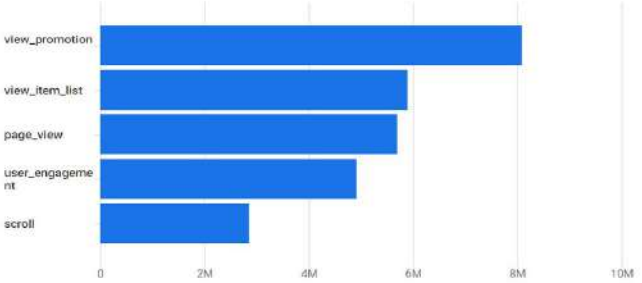
Events: Event name

Last calendar year 1 Jan - 31 Dec 2022

Event count by Event name over time



Event count by Event name



Search...

Rows per page: 10 Go to: 1 1-10 of 33

	Event name	Event count	Total users	Event count per user	Total revenue
		35,632,015 100% of total	1,035,153 100% of total	38.99 Avg 0%	$2,626,635.24 100% of total
1	view_promotion	8,089,760	477,063	16.98	$0.00
2	view_item_list	5,890,704	427,362	13.78	$0.00
3	page_view	5,691,385	892,158	6.38	$0.00
4	user_engagement	4,926,808	625,250	7.89	$0.00
5	scroll	2,865,417	565,606	5.07	$0.00
6	view_item	1,398,872	280,516	4.99	$0.00
7	session_start	1,394,136	883,496	1.58	$0.00
8	first_visit	860,984	865,909	0.99	$0.00
9	experiment_impression	846,028	175,066	4.84	$0.00
10	predicted_top_spenders	792,957	375,249	27.91	$0.00

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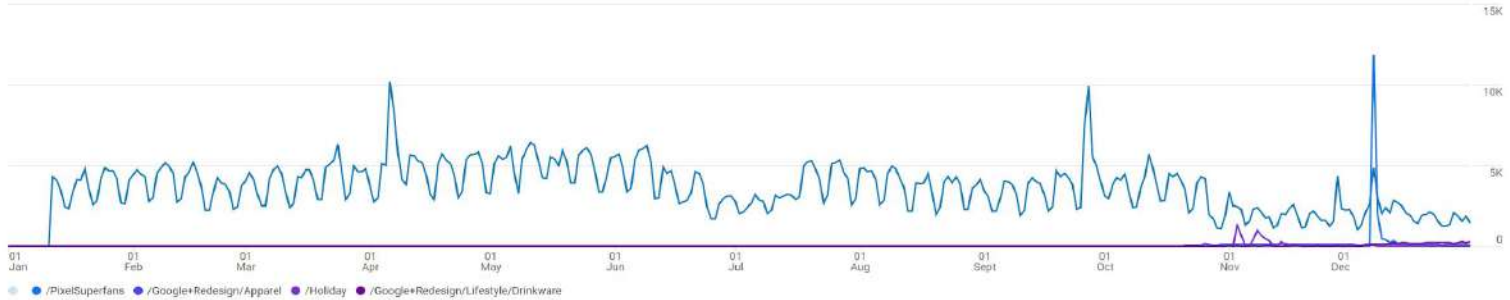
Understand Behaviour

Landing page: Landing page

Last calendar year 1 Jan - 31 Dec 2022

Sessions by Landing page over time



Search...

Rows per page: 10 Go to: 1 1-10 of 230

	Landing page	Sessions	Users	New users	Average engagement time per session	Conversions All events	Total revenue
		1,427,900 100% of total	912,202 100% of total	856,129 100% of total	1m 22s Avg 0%	1,540,404.00 100% of total	$2,587,735.01 100% of total
1		1,289,082	840,613	778,737	1m 23s	1,231,425.00	$2,310,845.59
2	(not set)	155,440	118,301	2,718	0m 02s	116,294.00	$0.00
3	/PixelSuperfans	15,843	14,783	14,236	1m 12s	19,835.00	$15,808.15
4	/Google+Redesign/Apparel	7,219	6,484	5,394	1m 22s	12,979.00	$10,443.20
5	/Holiday	6,142	5,465	3,612	1m 58s	4,652.00	$8,335.92
6	/Google+Redesign/Lifestyle/Drinkware	5,742	4,772	4,227	0m 26s	10,071.00	$2,255.05
7	/Google+Redesign/Shop+by+Brand/YouTube	4,249	3,929	3,477	1m 01s	7,428.00	$2,753.15
8	/Google+Redesign/Shop+by+Brand/Google	4,044	3,515	2,747	2m 48s	9,967.00	$10,853.62
9	/PixelSuperfanDarkModeBottle	3,829	3,569	3,347	0m 52s	4,735.00	$2,978.00
10	/basket.html	3,715	2,731	483	2m 44s	9,481.00	$57,698.75

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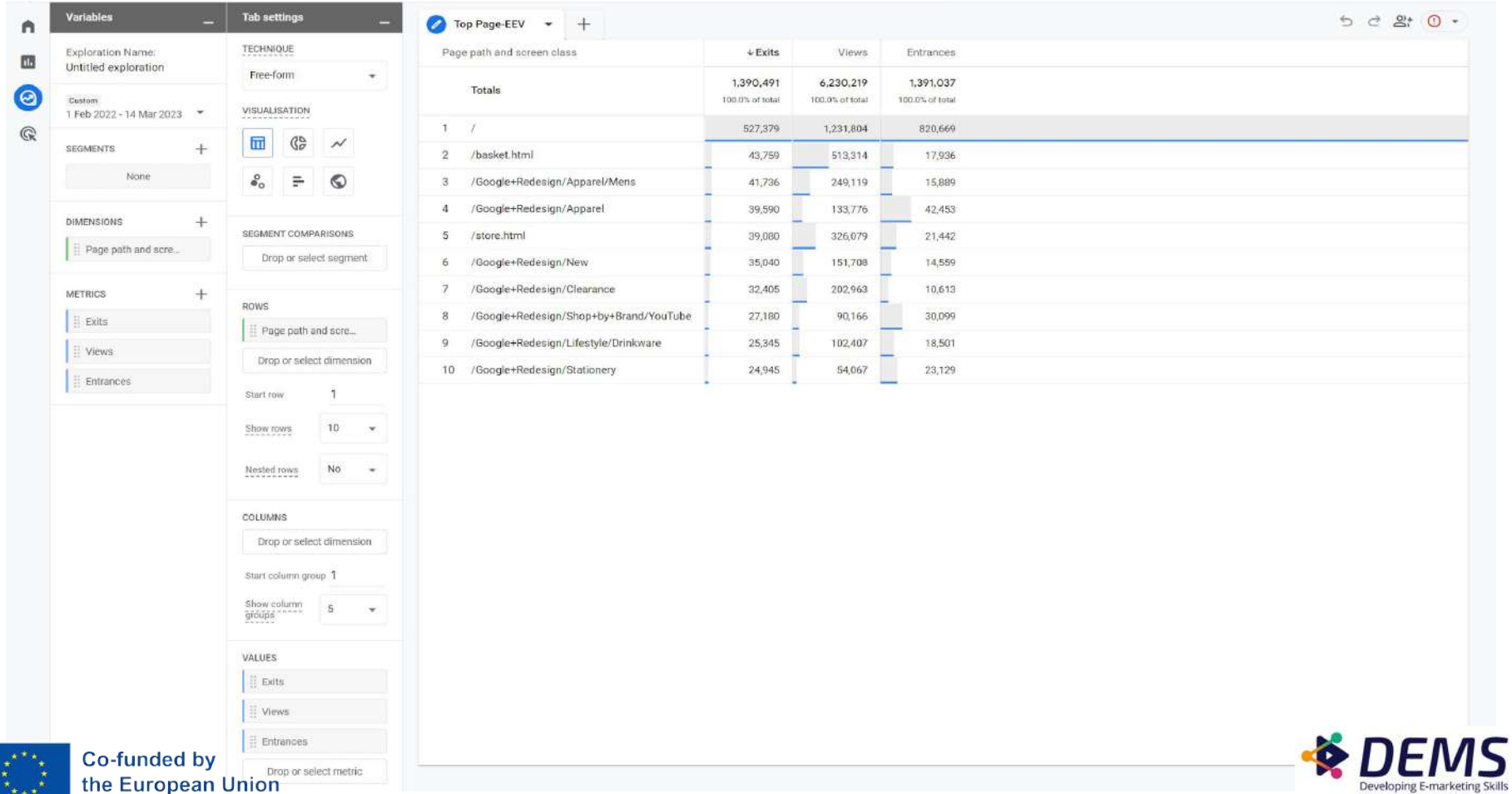
Understand Behaviour



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Assessment Activity

The groups access the demo google analytics account and choose the Google Analytics 4 property: **Google Merchandise Store.**

Using the data from the platform, answer the following questions:

a) Study the different metrics such as pages per session, bounce rate, session duration, and exit rate.

b) Analyse the data to understand how users interact with the website, such as which pages are most popular and where users tend to drop off.

c) Use the navigation summary report to identify the most common path that users take through the website.

d) Create a report that includes a breakdown of the user behaviour metrics for different sections of the website (e.g., blog, product pages, checkout process)

e) Using the data from your report, make recommendations on how to improve user engagement and reduce bounce rates by optimizing the most popular pages and addressing issues that cause users to drop off.

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Evaluate Conversion

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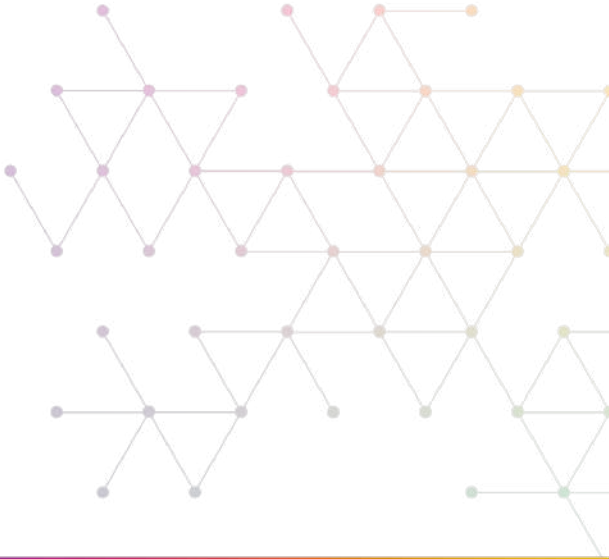
Evaluate Conversion

- Conversions and goals
- Value of a conversion
- Conversion rate
- Abandonment rate



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Evaluate Conversion

- Micro and macro conversations

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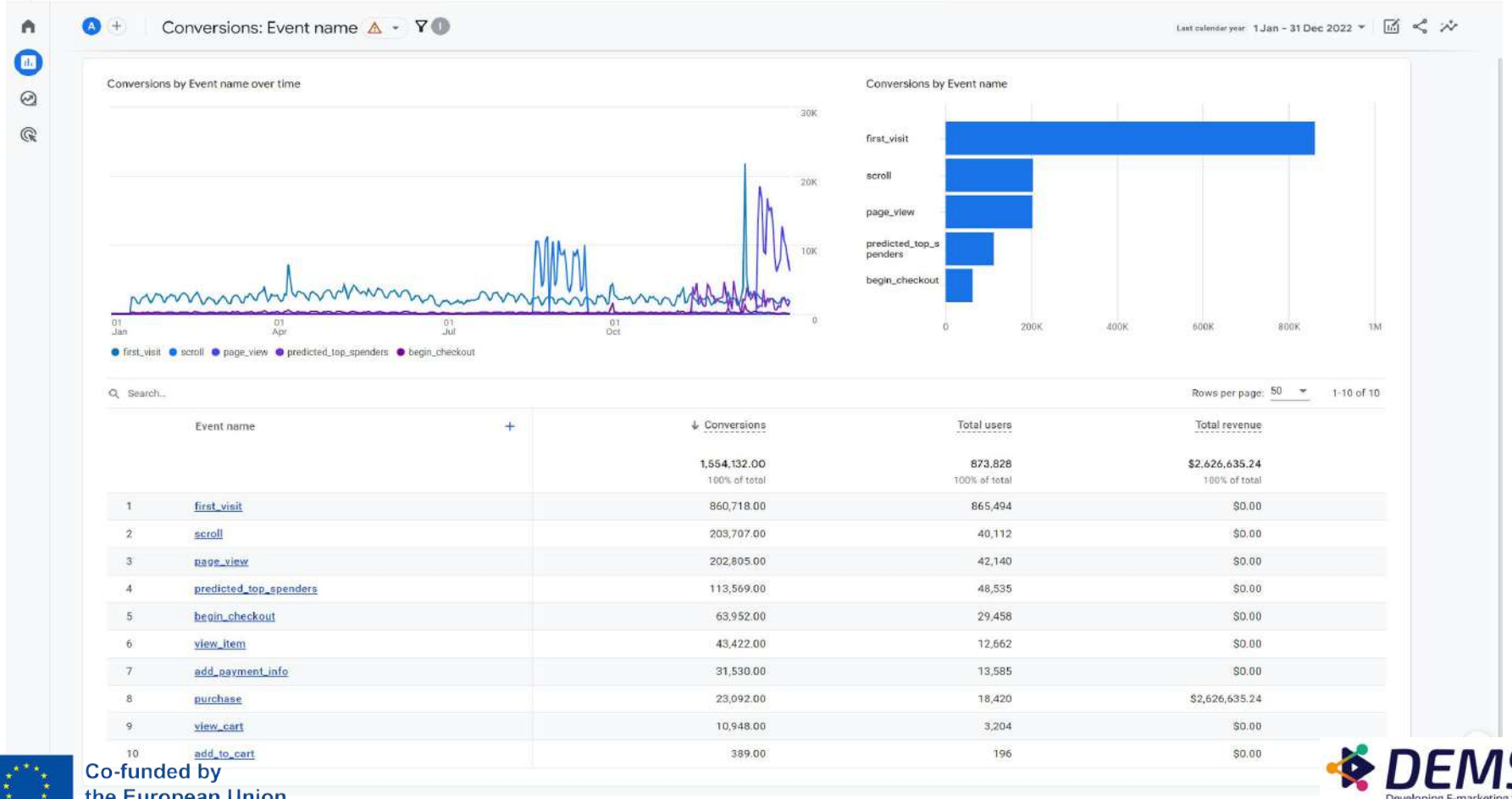
Evaluate Conversion



	Event name	Conversions	Total users	Total revenue
		1,554,132.00 100% of total	873,828 100% of total	$2,626,635.24 100% of total
1	first_visit	860,718.00	865,494	$0.00
2	scroll	203,707.00	40,112	$0.00
3	page_view	202,805.00	42,140	$0.00
4	predicted_top_spenders	113,569.00	48,535	$0.00
5	begin_checkout	63,952.00	29,458	$0.00
6	view_item	43,422.00	12,662	$0.00
7	add_payment_info	31,530.00	13,585	$0.00
8	purchase	23,092.00	18,420	$2,626,635.24
9	view_cart	10,948.00	3,204	$0.00
10	add_to_cart	389.00	196	$0.00

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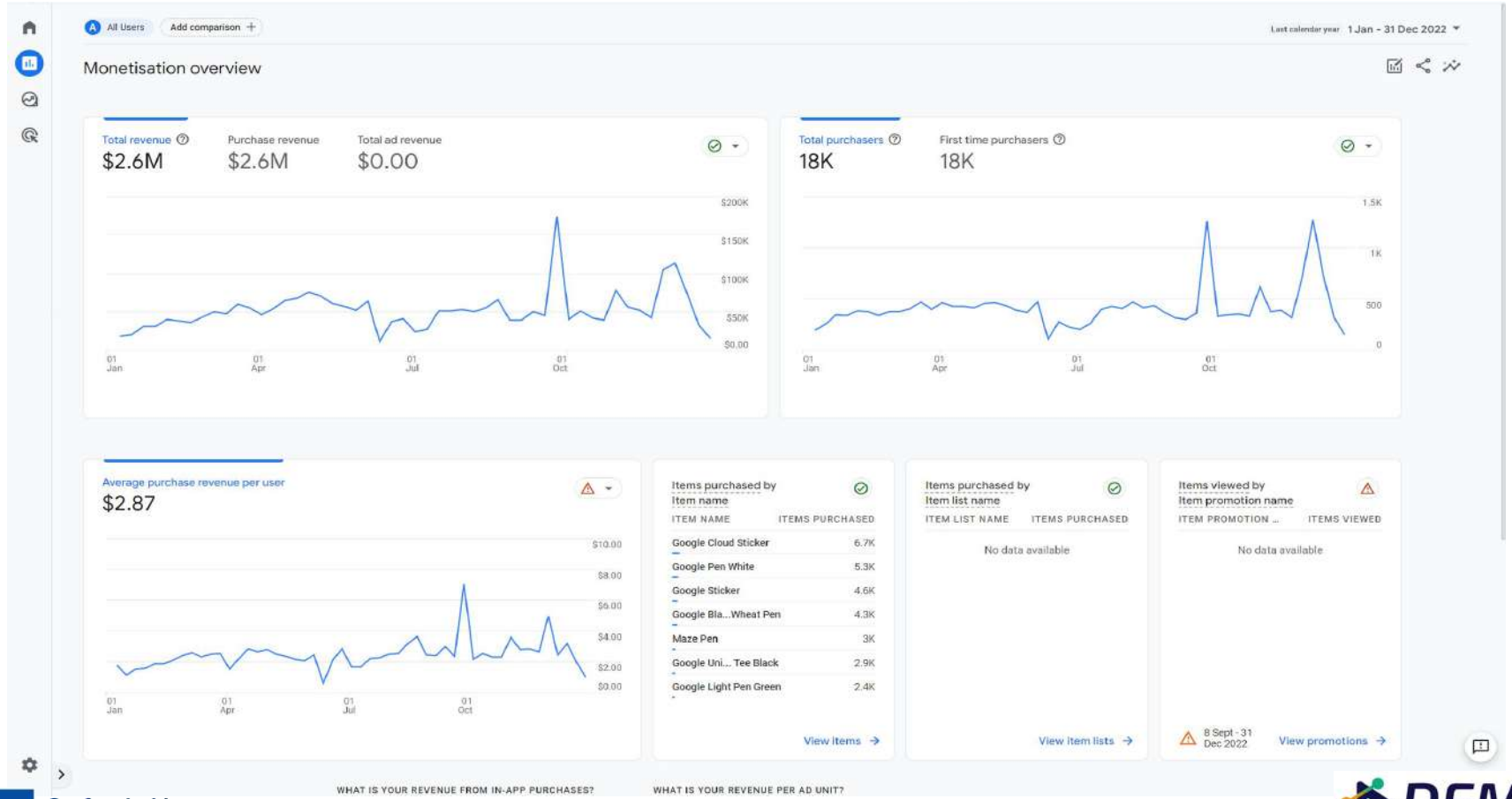
Evaluate Conversion



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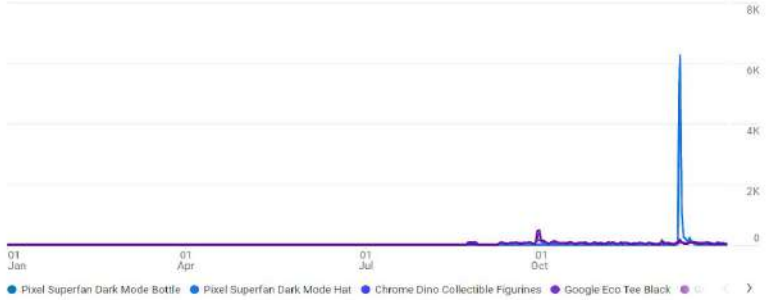
Evaluate Conversion

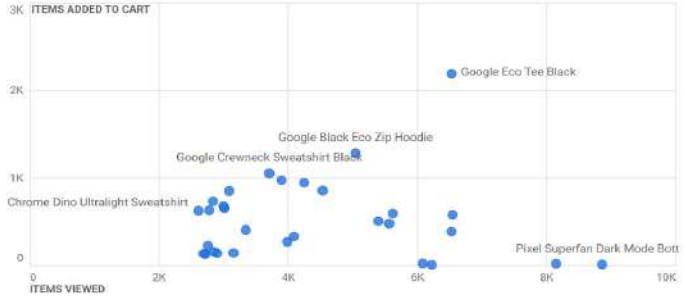
E-commerce purchases: Item name

Last calendar year 1 Jan - 31 Dec 2022

Items viewed by Item name over time



Items viewed and Items added to cart by Item name



Search...

Rows per page: 10 Go to: 1 1-10 of 715

	Item name	Items viewed	Items added to cart	Items purchased	Item revenue
		498,385 100% of total	94,122 100% of total	188,781 100% of total	$2,626,635.24 100% of total
1	Pixel Superfan Dark Mode Bottle	8,867	4	179	$9,118.80
2	Pixel Superfan Dark Mode Hat	8,153	13	260	$8,320.00
3	Chrome Dino Collectible Figurines	6,551	574	348	$9,696.00
4	Google Eco Tee Black	6,534	2,187	0	$0.00
5	Google Land & Sea Recycled Puffer Blanket	6,532	384	76	$7,320.00
6		6,232	0	0	$0.00
7	Pixel Superfan Dark Mode Pin	6,090	16	401	$5,608.40
8	Chrome Dino Dark Mode Collectible	5,625	589	309	$8,268.00
9	Google Recycled Black Backpack	5,567	473	143	$10,818.00
10	Google RIPL Ocean Blue Bottle	5,401	499	284	$13,860.00

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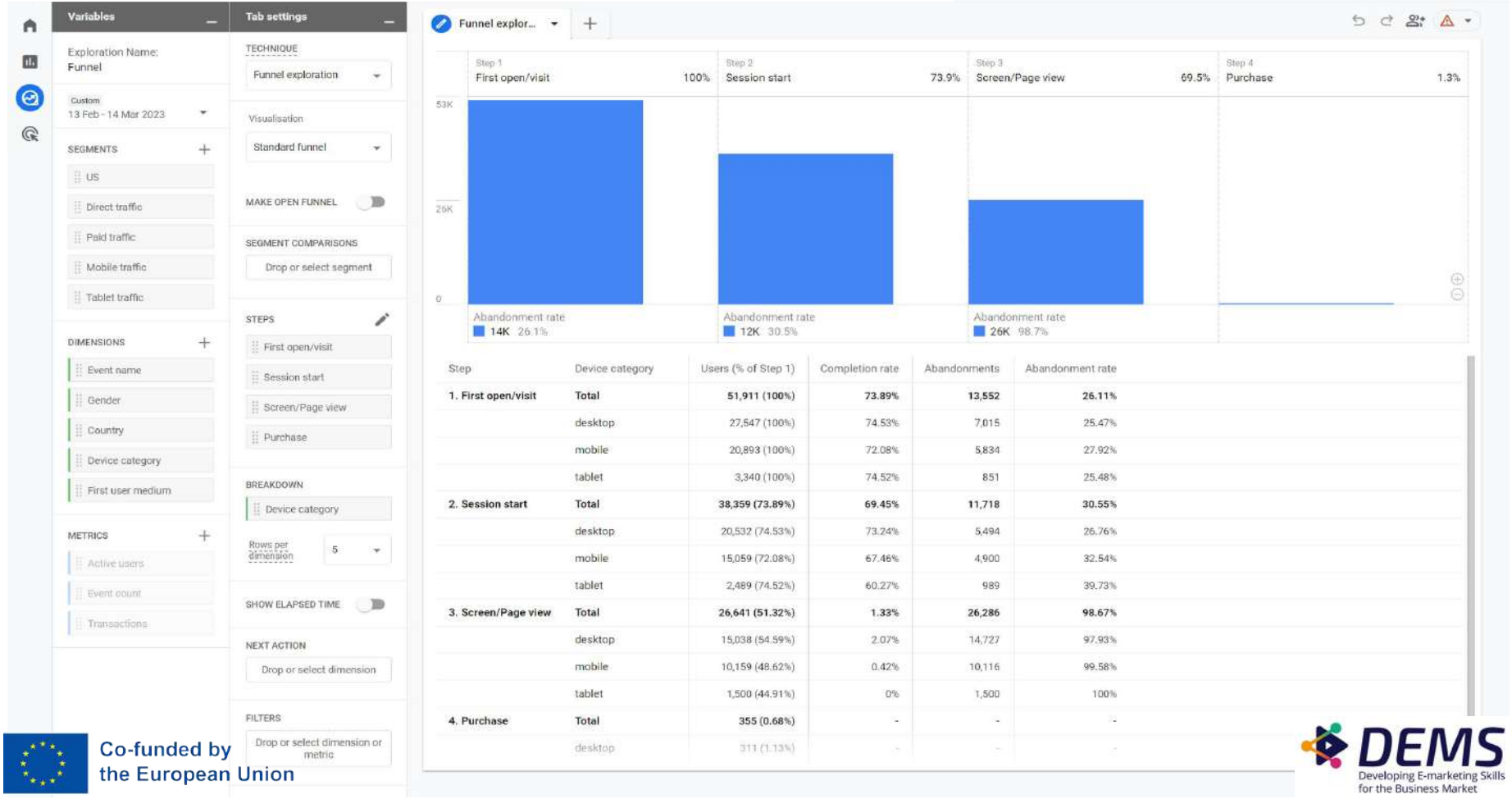
Evaluate Conversion



Step	Device category	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. First open/visit	**Total**	**51,911 (100%)**	**73.89%**	**13,552**	**26.11%**
	desktop	27,547 (100%)	74.53%	7,015	25.47%
	mobile	20,893 (100%)	72.08%	5,834	27.92%
	tablet	3,340 (100%)	74.52%	851	25.48%
2. Session start	**Total**	**38,359 (73.89%)**	**69.45%**	**11,718**	**30.55%**
	desktop	20,532 (74.53%)	73.24%	5,494	26.76%
	mobile	15,059 (72.08%)	67.46%	4,900	32.54%
	tablet	2,489 (74.52%)	60.27%	989	39.73%
3. Screen/Page view	**Total**	**26,641 (51.32%)**	**1.33%**	**26,286**	**98.67%**
	desktop	15,038 (54.59%)	2.07%	14,727	97.93%
	mobile	10,159 (48.62%)	0.42%	10,116	99.58%
	tablet	1,500 (44.91%)	0%	1,500	100%
4. Purchase	**Total**	**355 (0.68%)**	-	-	-
	desktop	311 (1.13%)	-	-	-

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Assessment Activity

The groups access the demo google analytics account and choose the Google Analytics 4 property: **Google Merchandise Store.**

Using the data from the platform, answer the following questions:

a) Identify the goals that you have set up for the website, such as form submissions, product purchases, and account creations.

b) Analyse the data to understand the conversion rate for each goal and identify any potential bottlenecks in the conversion process.

c) Use the funnel visualization report to identify where users are dropping off in the conversion process and understand which steps of the process are causing the most friction.

d) Create a report that includes a breakdown of the conversion rate for different sections of your website (e.g., product pages, checkout process, thank you page)

e) Using the data from your report, make recommendations on how to improve the conversion rate by addressing issues that cause users to drop off and optimizing the most popular pages

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Evaluate Retention/Loyalty

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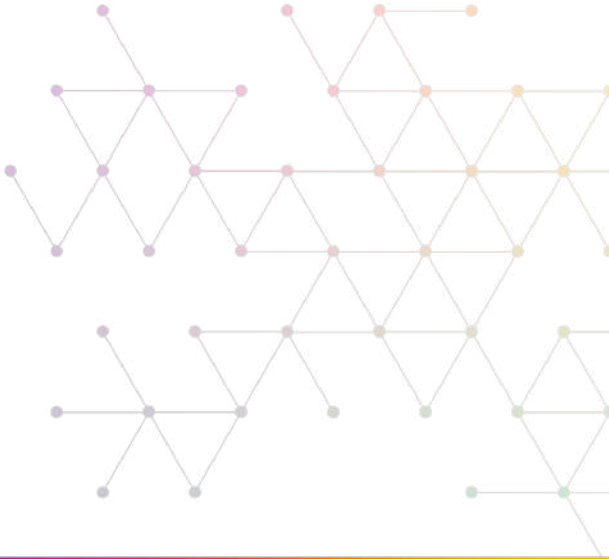
Evaluate Retention/Loyalty

- Track of visitor retention and loyalty
  - New users vs returning users
- Cohort Analysis Report
- Tracking id code in the website => login



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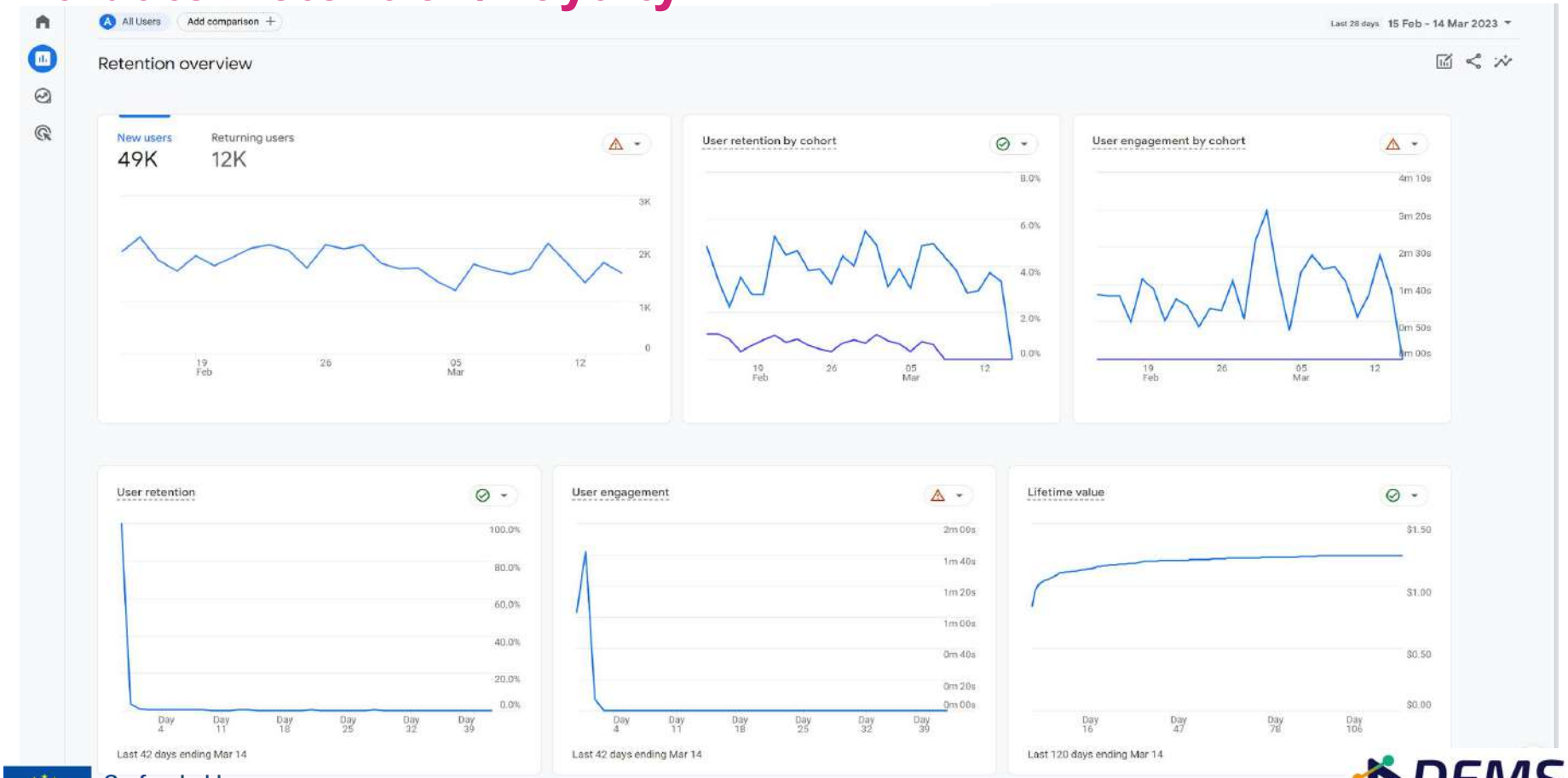
Evaluate Retention/Loyalty



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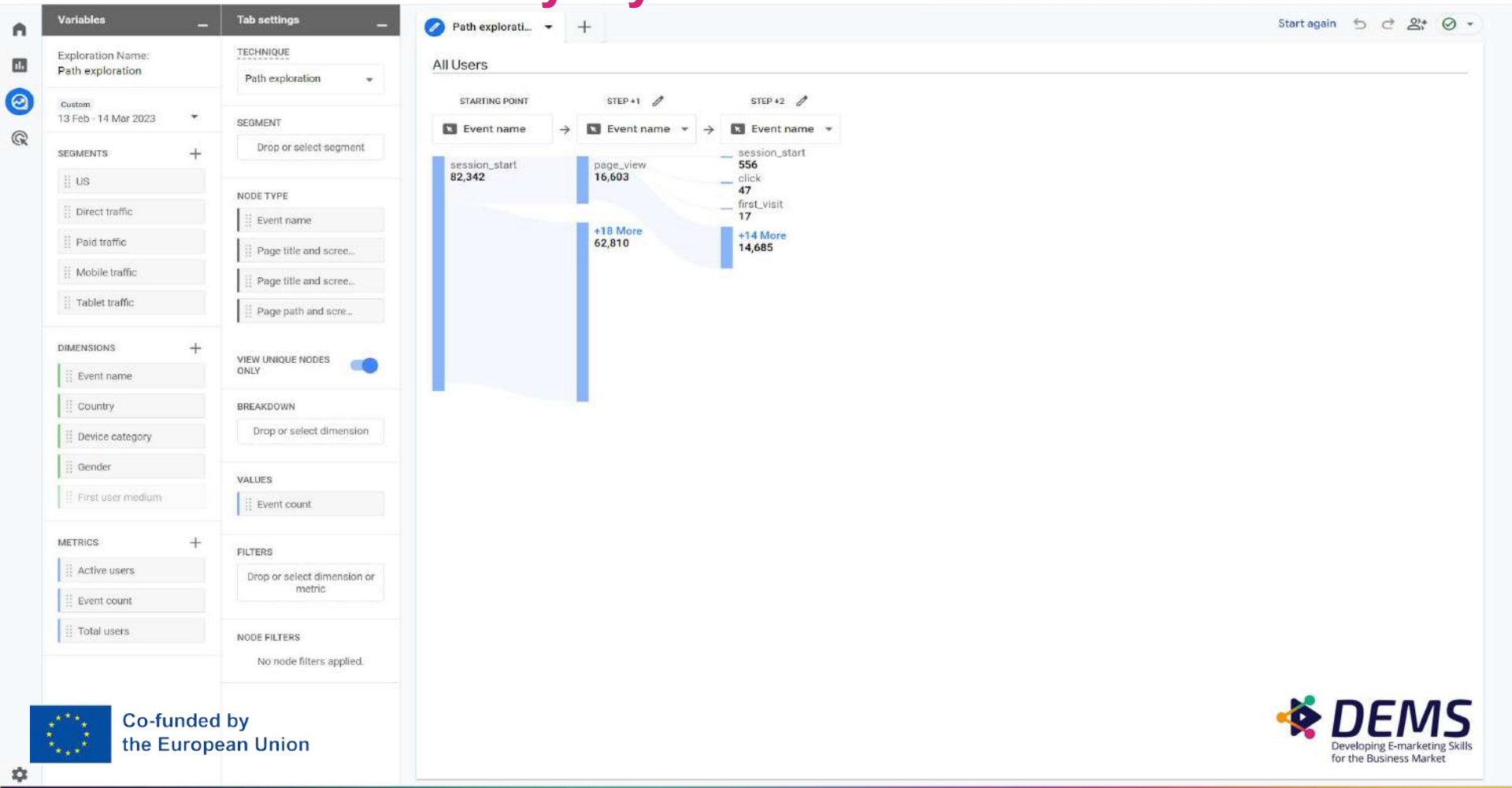
Evaluate Retention/Loyalty



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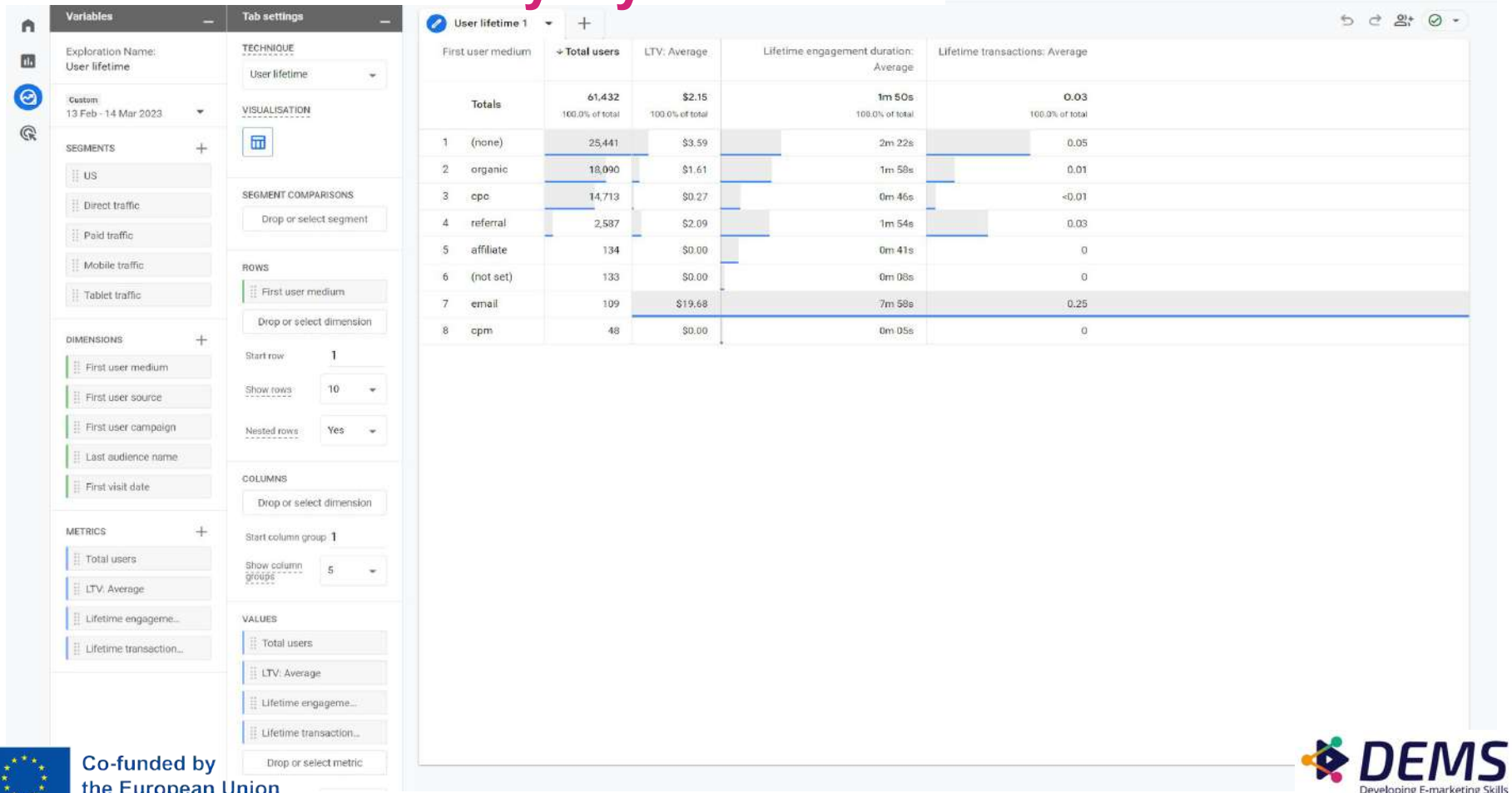

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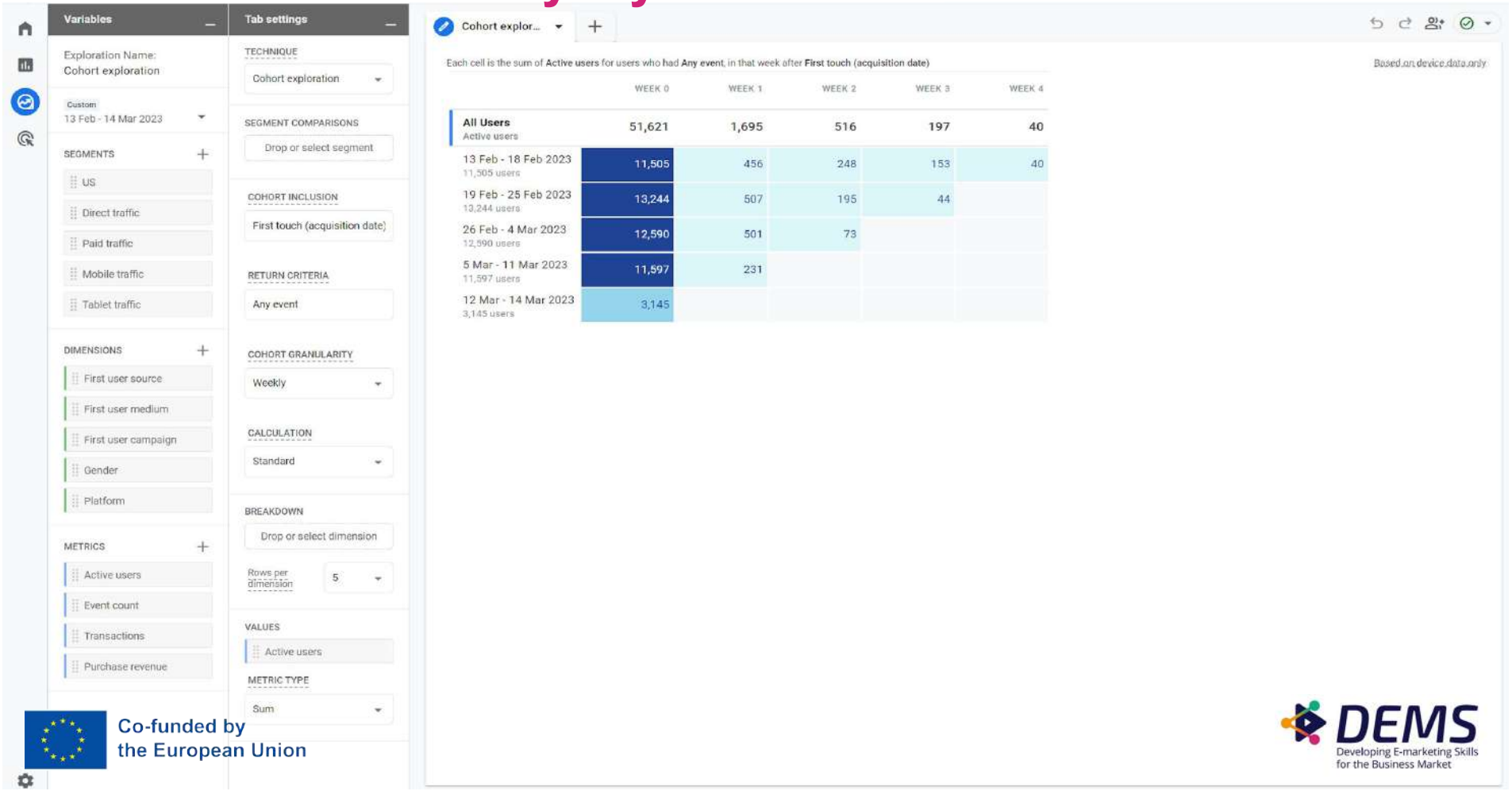
Evaluate Retention/Loyalty



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Assessment Activity

The groups access the demo google analytics account and choose the Google Analytics 4 property: **Google Merchandise Store.**

Using the data from the platform, answer the following questions:

a) Analyse the data of user engagement over time, such as the number of returning users, frequency and recency of visits, and average session duration.

b) Use the Cohort Analysis report to understand how user engagement changes over time and identify patterns in the behaviour of different groups of users.

c) Create a report that includes a breakdown of the retention rate for different sections of the website (e.g., product pages, blog, account pages)

d) Using the data from your report, make recommendations on how to improve retention rate by addressing issues that cause users to disengage and optimizing the most popular pages.

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Consolidation Activity

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Consolidation Activity

The groups access the demo google analytics account and choose the Google Analytics 4 property: **Google Merchandise Store**

a) Generate a report summarizing your findings and recommendations, including any insights you've gained from analyzing acquisition user behavior.

b) Generate a report summarizing your findings and recommendations, including any insights you've gained from analyzing user behavior.

c) Generate a report summarizing your findings and recommendations, including any insights you've gained from analyzing user behavior and conversion data.

d) Generate a report summarizing your findings and recommendations, including any insights you've gained from analyzing user behavior and retention data.

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Recap of Learning Objectives

- Now, can you compare the behaviour types of users?
- Now, can you assess the behaviour of users?

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Recap of Learning

- In your opinion, what is the most important thing we learned today?

- Describe three things that you learned today, two things you need clarification on and one thing you found interesting.

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Questions?

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Next class…

- Segmentation and filtering

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